

Contact Info

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Research Interests

Summary Web/Smart TVs/VR Ads & Tracking Ecosystems, Filter Lists for Advertising and Tracking, Network Measurements.

Education

Fall 2018 – **Doctor of Philosophy, UC Irvine.**

ongoing Electrical Engineering and Computer Science (EECS)

o Advisor: Athina Markopoulou

2021 **Master of Science in Computer Engineering, UC Irvine**, GPA=3.95/4.0.

o Advisor: Athina Markopoulou

2009 **Bachelor of Computer Science and Engineering, UC Irvine**, GPA=3.6/4.0.

Campuswide Honors Program – Undergrad research on watershed extraction.

o Undergrad Advisor: David Eppstein

Publications

J: journal, C: conference, *C: a conference with journal-style review process, US: under submission, TR: technical report, UG: undergraduate research.

US **H. Le**, S. Elmalaki, A. Markopoulou, Z. Shafiq, “AutoFR: Automated Filter Rule Generation for Adblocking,” in <https://arxiv.org/abs/2202.12872>, Feb 2022.

*C3 R. Trimananda, **H. Le**, H. Cui, J. Ho, A. Shuba, A. Markopoulou, “OVRseen: Auditing Network Traffic and Privacy Policies in Oculus VR,” *Proceedings of the 31st USENIX Conference on Security Symposium*. August 2022.

*C2 **H. Le**, A. Markopoulou, Z Shafiq, “CV-INSPECTOR: Towards Automating Detection of Adblock Circumvention,” *Proceedings of Network and Distributed System Security Symposium 2021*.

*C1 J. Varmarken†, **H. Le**†, A. Shuba, A. Markopoulou, Z. Shafiq, “The TV is Smart and Full of Trackers: Measuring Smart TV Advertising & Tracking,” in *Proceedings of Privacy Enhancing Technologies Symposium (PETS/PoPETS) 2020*, Issue 2, pp. 129-154, May 2020. (†: co-first authors)

- TR1 Anastasia Shuba, Evita Bakopoulou, Milad Asgari Mehrabadi, **Hieu Le**, David Choffnes, Athina Markopoulou, "AntShield: On-Device Detection of Personal Information Exposure," in <https://arxiv.org/abs/1803.01261>, March 2018.
- UG1 **H. Le**, "Watershed Extractions," UCI Senior Research Report, https://levanhieu.com/technicalpapers/watershed_extraction_2009/.

Work Experience

- * For more details, please visit <https://www.linkedin.com/in/levanhieu/>
- Sept. 2018 – **Graduate Student Researcher**, *UC Irvine*.
Present My research focuses on the cat-and-mouse game between publishers & advertisers vs. adblockers. My work aims to facilitate the adblocking community by automating bottlenecks in the generation of filter rules.
- June 2021 – **Automation Engineer Intern**, *eyeo*.
Sept. 2021 Worked with the Anti-CV team to deal with ad-circumvention. Customized CV-Inspector as an automation tool for use by eyeo to detect when sites circumvent adblockers.
- Aug. 2017 – **Senior Software Developer**, *Internet Brands*, El Segundo, CA.
June 2020 Architect technical solutions for new features for websites, integrate with third-party partners, and plan production deployments for high traffic sites.
- Aug. 2016 – **Technical Consultant**, *Athina Markopoulou*, UC Irvine, Calif2.
May 2018 Software development for the AntMonitor project (<https://athinagroup.eng.uci.edu/projects/antmonitor/>): Android UI design, automated APK collection, contributing to research paper (TR1).
- Aug. 2013 – **Lead Software Developer**, *Metronome Software*, Laguna Hills, CA.
Aug. 2017 Lead in software development for multiple projects funding by government contracts, related to web development.
- April 2011 – **Software Developer**, *Metronome Software*, Laguna Hills, CA.
Aug. 2013 Involved in web development of multiple projects funded by government contracts.
- July 2009 – **Software Developer**, *InQuira (Oracle)*, Torrance, CA.
April 2011 Development of Adobe Flex applications.

Invited Talks

- Oct. 2021 "Towards Automatic Generating and Testing of Filter Rules", *Adblocker Dev Summit*, Virtual, https://levanhieu.com/talk/adblockerdevsummit_2021/
- Oct. 2020 "Revisiting Adblock Circumvention", *Adblocker Dev Summit*, Virtual, https://levanhieu.com/talk/adblockerdevsummit_2020
- Sept. 2019 "Measuring and Mitigating Adblock Circumvention in the Wild", *Adblocker Dev Summit*, Amsterdam, https://levanhieu.com/talk/adblockerdevsummit_2019/

Awards & Honors

- 2018 UCI EECS Department Fellowship Award
2009 UCI Campuswide Honors Program

Leadership

2022-2023 Elected Officer of Society of Graduate Electrical Engineers & Computer Scientist

Skills

Languages Java, Python, HTML, CSS, JavaScript

Tools Selenium, scikit-learn, Chrome Extensions, AWS EC2, JIRA

OS UNIX/Linux: Ubuntu, Mac OS, Android