

LU ZHANG

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EDUCATION

- **Hanyang University, South Korea** Mar 2021 - Aug 2023
Master's Degree in Applied AI
GPA: 3.95/4.5
Thesis: Detection and Measurement of Illicit Promotional Content on Chinese TikTok
- **Dankook University, South Korea** Mar 2019 - Feb 2021
Bachelor's Degree in Software Science
GPA: 3.41/4.5
Thesis: A Deep Learning-Based Method for Enhancing Instagram Influencer Advertising
- **Cheju Halla University, South Korea** (Joint Program with Hefei University, China) Sep 2014 - Aug 2017
Associate Degree in Computer Technology
GPA: 3.57/4.5

RESEARCH INTERESTS

Applied AI for Security&Privacy, Computational Social Science, Social Media Analysis&Measurement

PROFESSIONAL EXPERIENCE

- **Machine Learning Engineer** Jan 2024 - Present
Department of AI Technology at Globit Co., Ltd, South Korea
- **Data Science for Social Good fellow** Jun 2023 - Aug 2023
Data Science for Social Good fellowship at the University of Warwick, UK
- **Research Assistant** Feb 2021 - Aug 2023
AI-Cybersecurity Lab at Hanyang University, South Korea

SELECTED PROJECTS

- **Deep Learning-Supported Flounder Individual Identification&Tracing System** Dec 2023 - Present
 - Constructing a deep learning-based pipeline to identify flounder individuals in fishing farms using CCTV cameras and enabling re-identification from consumers' side with a phone camera
- **Investigate 'Insulting China'-Related Content on Chinese Social Media** Oct 2023 - Present
 - Conducting a pilot study to analyze related phenomenon on Chinese social media
 - Writing a systematic review of computer-supported technologies on related memes
 - Built a crawler to scrape related contents on Chinese mainstream social platforms (Weibo, Douban, Tieba, Douyin)
- **Identify Greenwashing Posts on Social Media** [\[Poster\]](#) [\[Slides\]](#) Jun 2023 - Sep 2023
 - Constructed a pipeline for preprocessing, training, experimentation, and inference based on the data provided by stakeholders
 - Made image and text classifiers to identify Green Messaging (F1-score: 0.79 and 0.83) of posts on mainstream social media platforms
 - Calculated the potential of companies engaging in Greenwashing
- **Detect&Measure Illicit Promotion on Chinese Short Video Platforms** [\[Slides\]](#) Apr 2022 - May 2023
 - Crawled 100k+ posts with meta data from Chinese TikTok
 - Case study of illicit content
 - Qualitative analysis with creating a qualitative codebook and conducting expert interviews for ascertaining illicit jargon characteristics and data labeling strategies

- Built a hybrid mechanism to detect (F1-score = 0.90), measure, and mitigate posts with Illicit Promotional Content on Chinese TikTok

• Deep Learning-Supported Tympanic Membrane Diagnosis

Aug 2021 - Mar 2022

- Conducted preliminary research and pilot study; discussed with physicians from Korea University Ansan Hospital to clarify particular tasks and feature selection
- Segmented the boundary of eardrum images with U-Net
- Classified eardrum images by 3 diseases with EfficientNet

TECHNICAL SKILLS

Programming Languages	Python, Shell Script, JavaScript
Tools	Git, Docker, LaTeX, Tableau, Weights&Biases, MySQL, CSS, HTML
AI-Related Frameworks	Pandas, Numpy, PyTorch, OpenCV, Scikit-learn, Hugging Face, NLTK, Gensim, SpaCy, AutoML, Matplotlib, Seaborn
Automations	Crawler, Pyspider, Scrappy, Selenium, Pytest, PyAutoGUI
Natural Languages	Chinese (Native), English (C1), Korean (B2)

AWARDS

Fellowship	Data Science for Social Good @ University of Warwick	2023
2nd Prize	Three Minute Thesis (3MT [®]) Competition @ Hanyang University	2023
Travel Grant	DAAD (German Academic Exchange Service) Data Science Summer School @ Heidelberg	2022
Excellence Prize	ERICA English Essay Contest @ Hanyang University	2022
Distinction Prize	ERICA English Essay Contest @ Hanyang University	2021
Fellowship	Brain Korea 21 (BK21) program for Leading Universities and Students	2021

PUBLICATIONS

- **Lu Zhang**, et al. Understanding Illicit Promotional Content on Chinese TikTok, *In Submission*
- **Lu Zhang**, Yeonjoon Lee. Detection Techniques for Chinese Jargon: A Survey, *The Korean Institutes of Communications and Information Sciences (KICS) Winter Conference 2023*
- **Lu Zhang**, Yeonjoon Lee. Stealthy and Seductive: A Survey on Online Illicit Promotion, *Conference on Information Security and Cryptography-Summer 2022 (CISC-S'22)*
- **Lu Zhang**, Hoon Ji, Yeonjoon Lee. A Survey on Deep Learning-based Eardrum Segmentation, *2022 International Conference on Electronics, Information, and Communication (ICEIC 2022)*

VOLUNTEERING

- **Member&Freshman Mentor** March 2019 - Jan 2021
Dankook University International Student Association