Zikun YE

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EDUCATION

University of Illinois at Urbana Champaign, Champaign, IL 09/2018 to present
PhD Student in Operations Research
Advisor: Professor Xin Chen

Shanghai Jiao Tong University, Shanghai, China 09/2014 to 06/2018
Bachelor of Engineering in Industrial Engineering and Bachelor of Science in Mathematics
- GPA: 89.35/100, Rank 2/60
- Graduated with Zhiyuan Honors (top 1%)

PUBLICATION

Cold Start on Online Advertising Platforms: Data-Driven Algorithms and Field Experiments, with Dennis Zhang, Heng Zhang, Renyu Zhang, and Xin Chen. Under review at Management Science
- **Finalist**, 2021 INFORMS Revenue Management and Pricing Section Jeff McGill Student Paper Prize

Booking Limit Controls in Network Revenue Management with Random Reservations and Capacity, with Xin Chen. Paper under preparation.

WORKING EXPERIENCE

Didi Chuxing, Beijing, China
Research Assistant Intern 06 to 08/2018
- Two stage choice model (bubble-then-choose) with exponential smoothing refernece price effect is built to predict aggregate level demand of carpooling products
- Build parsimonious model used to build dynamic pricing model

Kwai Inc., Beijing, China
Economist Intern 06/2019 to 12/2019
- Business analytics serving e-commerce and live streaming
Research Intern 12/2019 to present
- Solving large scale cold-start problem with the ad retention objective funtion in advertising and video recommendation via contextual multi armed bandit
- Experiment designs in two-sided market places, such as social interactions and recommendation systems, and the sequential experiments setting

TEACHING EXPERIENCE

IE360 Facilities Planning and Design Fall 2019

SKILLS

Programming: C, Python, Java, SQL
Software: LATEX, MATLAB, CPLEX, Gurobi