

LIXIN ZHANG

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<http://lixinzhang.github.io>

EDUCATION

Beihang University, Beijing (Exam-free)

Sep 2012 - Mar 2015(Expected)

Master in Computer Science & Engineering

Southeast University, Nanjing

Sep 2008 - Jun 2012

Bachelor in Software Engineering

TECHNICAL STRENGTHS

Basic Skills

C++, Python, UNIX-style OS, Data structure and Algorithm

Software Dev Interest

Web Development, Hadoop, Kafka, Druid, Database

Research Interest

Computational Advertising, Data Mining, Statistical Machine Learning

EXPERIENCE

Yahoo! Beijing Global

Mar 2014 - Present

Ad Budget Team, R&D Engineer Intern

Beijing

- **Large Scale D&S Real-time Data Analytic System.**

Setup a distributed cluster with Druid(opensource project) for large scale and Real-time data analytic. Storm and Kafka are used for our streaming data processing, and Hadoop for batch data processing.

- **Advertisers' Budget Allocation Optimization and Pacing.**

Data analysis for advertisers's budget allocation and some research work on pacing which help smooth budget allocation.

Alibaba Inc

May 2013 - Feb 2014

Alimama Display Ad Team, R&D Engineer Intern

Beijing

- **Click Through Rate Prediction and Bidding Optimization.**

We dived into feature engineering for CTR Prediction with logistic regression model. And we proposed an improved bidding model considering more factors which outperforms old one.

- **User Interest Points Recommendation for Audience Targeting.**

We treat audience's interest points targeting as a recommendation problem. And we adopt distributed collaborative filtering method to call back more ads and optimize ad click probability.

- **Item Categories Auto Mapping across Different Domains.**

Due to item categories between DSP and Exchange are in different domains, we proposed a creative solution and developed a tree-like structure to build the relationship between them.

Innovation Works - Xingyun Web

Jun 2012 - Sep 2012

Cloud Computing Team, Software Developer Intern

Beijing

- Web application development for PaaS server cluster management platform

Taobao Web

Jul 2011 - Oct 2011

Business Security Team, Software Developer Intern

Hangzhou

- Optimization on Web Applications in Taobao

HONORS AND AWARDS

Outstanding Graduation Thesis

Jun 2012

Distributed Web Crawler

Top 3/110 students

Yahoo! Hack Day in Beijing

May 2013

Yahoo! Face : The Best Creativity Award

Final, Top 6/50 teams

The 3th National College Students Software Design Competition

May 2010

Winning Prize

Final, Top 20/160 teams

National Olympiad in Informatics in Province(Liaoning)

Sep 2007

The Second Prize

Final, Top 80/1000 students