

Rubin Li

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Education Background

Sun Yat-Sen University, Guangdong, China

09/2020 – 06/2025

- ◆ Bachelor of Engineering in Telecommunication Engineering GPA: 3.4/4.0
- ◆ **Core module:** Advanced Mathematics-1, Linear Algebra, Probability and Statistics, Fundamentals of Big Data and Artificial Intelligence, Computer Programming, Data Structures and Algorithms, Signals and Systems.
- ◆ **Language:** TOEFL: 103 (Reading: 25; Listening: 28; Speaking: 23; Writing: 27) Test Date: August 21, 2024
- ◆ **Technical Skills:** Proficient in Python, C, C++, Matlab, Verilog, VHSIC Hardware Description Language (VHDL).
- ◆ Highly **self-motivated** and adept at **self-learning**, with a **strong passion** for data science and large language models.

Publication

Periodic Prompt on Dynamic Heterogeneous Graph for Next Basket Recommendation

Ru-bin Li, Man-Sheng Chen, Chang-Dong Wang*, Sihong Xie, et al.,

Proceedings of the IEEE International Conference on Data Mining (ICDM), 2024. (Accepted)

Undergraduate research program

11/2023 – 06/2024

- ◆ First unified dynamic and heterogeneous information in the recommendation field and introduced a new periodic graph prompt method based on consumer behavior theory. Compared to ten state-of-the-art methods across six different real-world datasets, our approach demonstrates a significant improvement.
- ◆ Responsible for model design and adjustment, data cleaning and preprocessing, algorithm validation through experiments, independent paper writing, and maintaining close communication with co-authors.

Patent Achievement

A Communication Guideline System and Method Based on chatGLM Model (Patent granted)

Undergraduate research program

Student Lead Inventor; Patent Application No.: CN202410235369.4

- ◆ Led data processing efforts, utilizing web scraping for real-time data collection and applying the Retrieval-Augmented Generation (RAG) framework to enhance data retrieval efficiency.

An Integrated Service System for Agricultural Supply Chain Based on 5G Network

Internship program

Student Lead Inventor; Patent Application No.: CN202311290141.7

- ◆ Contributed to the development of a 5G-enabled agricultural **supply chain system**, focusing on integrating and **processing multimodal data** for real-time monitoring and decision-making.

Research & Internship Experience (Data Science related)

Project Leader | Analyze Travel Purpose Through Transportation Origin-Destination Data

02/2024 – Present

- ◆ Led weekly progress meetings with **Guangzhou Jiaoxintou Technology Co., Ltd.**, focusing on data-driven insights.
- ◆ **Self-studied NLP techniques (LDA, TF-IDF)** to analyze transportation origin-destination data, resulting in reports exceeding 50,000 words and a comprehensive documentation for the company.

Project Member | Deep Reinforcement Learning-based Bi-directional Dynamic Bus Scheduling

02/2024 – 07/2024

- ◆ Collected and cleaned bus operation data; applied and optimized **reinforcement learning** methods for bus scheduling; compared performance with other state-of-the-art methods.

Project Member | Fine-tuning Large Language Models to Build Intelligent Customer Service

05/2024 – 07/2024

- ◆ Processed over 100,000 customer service tickets, applying **NLP** methods to extract features and perform secondary classification.
- ◆ Utilized a large language model API to convert ticket information into usable training data, creating a complete workflow and producing a documentation exceeding 10,000 words.

Informatization Management Department, Tranbiot Tech Co., Ltd.

07/2022 – 08/2023

- ◆ Coordinated with clients to gather informatization requirements, self-studying **multimodal data processing** and **5G technologies** to contribute to the development of a production line's information system, resulting in a **related patent**.

Product Department, Shenzhen Yimi Station Technology Co., Ltd.

07/2021 – 08/2021

- ◆ Processed statistical data and clustered ingredients to create suitable catering options, enhancing consumer choices and expanding the company's product range.

Honor & Awards

- ◆ Successful Participant Award in Mathematical Contest In Modeling/Interdisciplinary Contest In Modeling
- ◆ Third Prize of Guangdong Division in "Datang Cup" National College Student Mobile Communication 5G Technology Competition