

## Edward (Ying-Lun) Cheng

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### EDUCATION

<b>University College London (UCL)</b> <i>MSc Machine Learning (First-Class Honours)</i> • <b>Modules:</b> Supervised Learning, Machine/Robot Vision, Natural Language Processing, Data Mining, Applied ML	London, UK 2021-2022
<b>University College London (UCL)</b> <i>BEng Electronics &amp; Electrical Engineering (First-Class Honours)</i> • <b>Modules:</b> Machine Learning, Intelligent Systems, Mathematical Modelling and Analysis, CNN/CycleGAN final project.	London, UK 2018-2021

### EXPERIENCE

<b><a href="#">CYENS</a></b> <i>Deep Learning Intern</i> • Implemented building detection using U-net based on TensorFlow and across 3 dataset to ensure consistency of model. • Increased performance by 1 – 2% (metric used: Intersection over Union). • Introduced an unique (not found in any of 30+ references reviewed, approved by supervisor) data augmentation technique (boundary addition during training) and post-processing (fake positive erosion).	London, UK Jun 2022- Sep 2022
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### PROJECTS

<b>Stock Trading Strategy based on Moving Average/XGBoost/LSTM</b> • Researched and improved a trading strategy outperformed DCA by 84% (backtesting period ranged from 6 months to 6 years). • Analysed and visualised the results (over 3 types of graphs to best represent different scenarios) for clear presentation.	Jan 2023 – Feb 2023
<b>Multi-task learning with Efficient-Net</b> • Built multi-task learning models (3 tasks successfully combined) using TensorFlow and pet dataset. • Extended TensorFlow Efficient-Net and investigated effects of auxiliary tasks, resulting in a 5% improvement in accuracy.	Dec 2021 - Jan 2022
<b>Emotional Voice Conversion</b> • Extended PyTorch CNN models and TensorFlow CycleGAN models. Achieved 2 deep learning voice conversion models approved by professor. • Self-taught most materials and topics required, including CNN, CycleGAN, Mel Spectrogram, parallel and non-parallel training, etc. Graded A by several academic supervisors.	Nov 2020 - Apr 2021
<b>Monthly Engineering Challenges</b> • Led teams of 4-7. Managed cross-functional teams to deliver projects on time and meet objectives. • Provided support to both software and hardware teams (Arduino, Python, circuit design, etc.).	Sep 2018 - Apr 2021

### PUBLICATION

Lin, M.Y.C., Nguyen, T.T., **Cheng, Edward Ying-Lun**, Le, A.N.H., and Cheng, J.M.S. (2023), “Proximity marketing and Bluetooth beacon technology: A dynamic mechanism leading to relationship program receptiveness”, *Journal of Business Research*, 141, 151-162 (2021 SSCI IF: 10.969, JCR in Business 17/154, Q1).

### CERTIFICATE

<b>DeepLearning.AI TensorFlow Developer</b> ( <i>DeepLearning.AI</i> )	Jul 2023
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### ADDITIONAL EXPERIENCE

<b>University Representative Assistant</b> <i>UKEAS (Study world spring exhibition)</i> • Facilitated communication between over 30 prospective students and university representatives.	Tainan, Taiwan Feb 2021 – Mar 2021
<b>Physics Tutor</b> <i>Self-employed</i> • Tutored high school physics. Student was accepted by Department of Electrical Engineering, National Taiwan University.	Tainan, Taiwan Feb 2021 – Mar 2021
<b>Physics Student Representative</b> <i>University College London (UCL)</i> • Gathered, organised, and presented feedback from over 100 students. • Re-designed remaining 3 coursework with professors.	London, UK Sep 2017 – Jun 2018

### SKILLS AND INTEREST

Technical skills: Python (scikit-learn, TensorFlow, PyTorch, NumPy, pandas, Matplotlib), Excel, MATLAB, HTML, CSS, MySQL, LATEX, Multisim, RoboDK.

Languages: Mandarin (Native), Taiwanese Hokkien (Native), English (Fluent).

Interests: UCL badminton team, calligraphy, photography, go chess.