

# Che-Pin (Jalex) Chang

Ph.D. Candidate

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## Education

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### National Chiao Tung University (2013/09 - Present)

- **Ph.D. candidate**, Department of Computer Science (Direct Ph.D. program)
- Dissertation topic: Conversion attribution model design for online advertising
- Interest topics: Recommender systems, Computational advertising, Machine Learning, Distributed computing, and Fog computing
- Major GPA: 4.13 / 4.3

### National Chiao Tung University (2009/09 - 2013/06)

- **B.S.**, Department of Computer Science
- Major GPA: 3.92 / 4.3

## Work Experience

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### CacaFly Intl. Media, FunP Inc. (2017/01 - Present)

- **Internship**, Data Researcher
- Responsibilities: Recommendation algorithm design, Conversion attribution model design, Customer behavior analysis, and Advertising performance prediction.
- Used skills and tools: Python, Java, Scikit-learn, Pandas, Numpy, Matplotlib, and Apache Spark
- Related project: [Auto Booster](#)

### AdHub, FunP Inc. (2015/01 - 2016/12)

- **Internship**, Web Full Stack Developer
- Responsibilities: Web crawler design, Facebook advertising management agent development, Restful API design, and Chrome plugin development.
- Used skills and tools: JavaScript, Java, PHP, Node.js, Spring and Spring Boot (Java), CasperJs, Angular JS, MySQL, and MS SQL.
- Related project: [cacaShorten](#)

## Teaching and Research Experience

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### Teaching Assistant, Dept. Computer Science, National Chiao Tung University (2013/09 - Present)

- Courses: Operating Systems, Cloud Systems, Network Programming, and Object-Oriented Programming

### Senior Teaching Assistant, Dept. Computer Science, National Chiao Tung University (2014/02 - 2014/06)

- Course: Intro. to Computers and Programming

### Research Assistant, Dept. Computer Science, National Chiao Tung University (2013/09 - Present)

- Distributed Computing Systems Lab.
- Director: Prof. Shyan-Ming Yuan
- Involved projects (**project leader**):
  - Decision Making based on Unreliable Distributed Computing Environment
  - Cross-media Advertising Analytics Platform
  - Real-time Data Processing System for location based service
  - Cloud Storage Access Gateway

# Honors and Awards

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- 2017 **Best Paper Award** in IEEE ICAS 2017
- 2014 **Award of Outstanding Teaching Assistant**, dept. Computer Science, National Chiao Tung University
- 2014 **Outstanding College Youth**, China Youth Corps
- 2013 **Outstanding Contribution Award (in Service)**, National Chiao Tung University

# Publications

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**Journal Papers** (published: 1, to appear:1, under revision: 1)

1. TTA Nguyen, **CP Chang**, and SM Yuan, "A Wi-Fi Union Mechanism for Internet Advertising Reciprocal Platform in Microenterprises," Sensors, vol. 17, no. 7, 2017.

**Conference Papers** (published: 5, under revision: 1)

1. TTA Nguyen, **CP Chang**, YH Li, and SM Yuan, "Fog computing architecture-based Wi-Fi union mechanism for internet advertising system," in Proc. IEEE ICASI, 2017.
2. CY Chiang, **CP Chang**, HY Chen, YL Chen, SM Yuan, and C Wang, "ATP: A Browser-Based Distributed Testing Service Platform," in Proc. ICS, 2016.
3. CT Fan, ZY Wu, **CP Chang**, and SM Yuan, "Web resource cacheable edge device in fog computing," in Proc. ISPDC, 2016.
4. **CP Chang**, ZY Yang, and SM Yuan, "Cloud Storage Access Gateway," in Proc. IEEE SmartCity, 2015.
5. CI Ku, GH Luo, **CP Chang**, and SM Yuan, "File Deduplication with Cloud Storage File System," in Proc.IEEE CSE, 2013.

# Relevant Skills

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## Programming

- C/C++, Java, Python, PHP,Node.js, network programming, distributed programming

## Professional

- Data Analysis, Recommender Systems, Machine learning, Distributed computing, Fog computing, and Academic writing

## Language

- Chinese - Native
- English - Working proficiency

# Personal Activities

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- **Student member, IEEE (2013/12 - Present)**
- **Judiciary Committee Chair**, NCTU Student Union (2013/01 - 2013/12)
- **Student Representative**, NCTU Student Union (2012/01 - 2014/05)

# References

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- **Prof. Shyan-Ming Yuan** (my Ph.D. advisor), Dept. Computer Science, National Chiao Tung University
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  - Tel: +8663-5712121 #56631