

MING Yidong

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Education

City University of Hong Kong BSc in Data Science

Sept 2023 – June 2027

- GPA: 4.13 / 4.3

Awards & Honors

- Dean's List (2023 Semester A & 2024 Semester B, SGPA > 3.7)
- CityU Tiger Program (2024, Top 10%)
- Chi-Li Pao Foundation Scholarships for Academic Outstanding Students (2023/2024)
 - Only one award available in each College or School (CE and CB have 2 positions)
- Hua Tai Securities Investment Banking IBD Internship Preparatory Camp (2nd Place)
 - Awarded an internship opportunity at Hua Tai Securities, but declined due to a scheduling conflict with academic commitments.

Research Experience

Diamond Inclusion Detection, CityU, Research Student Helper (job no. P24MA011 research project no. 9380162)

June 2024 – Sep 2024

- Using Python for image data processing and data augmentation to prepare for model training
- Write a search engine in Python to facilitate searching for corresponding diamond original images, diamond images with inclusions, and inclusion images in a database for analysis.
- Based on the work of predecessors on GitHub, independently form a group to train a U-Net model for image semantic segmentation and binary prediction of inclusions

Work Experience

Office Assistant, School of Data Science of CityU

Feb 2024 – Aug 2024

- Neat and tidy clerical support including document processing, mailing and filing, etc.
- Fast and accurate data processing including data entry, desktop research and general analysis
- Organizing functions, e.g. orientation, interviews, Information Day, and other activities and events
- Professional and quality customer services, e.g. greet and assist walk-in visitors, and handling telephone enquiries
- Any ad-hoc duties as assigned by SDSC

Office Assistant, Department of Data Science of CityU

Sep 2024 – Aug 2025

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- Any ad-hoc duties as assigned by DS

Digital Marketing, Shang Hai Golden Education

Dec 2023 – Feb 2024

- Online Promotion: Video Editing, Content Push, Posters, Social, Managed and operated GaoDun Education's WeChat official account and Little Red Book (Xiaohongshu) account, ensuring consistent and engaging content.
- Event Planning: Organized and Assisted in Events: Collaborated in planning and executing both online and offline events, supporting the promotion of GaoDun Education and ensuring a seamless experience for

participants.

- **Offline Interviews:**Conducted interviews with accomplished senior students, learning from their experiences and insights, and shared those on social media platforms.
- **Product Experience Center:**Evaluated Golden Education's flagship products at the Product Experience Center, providing detailed experience reports and feedback.
- **Data Analysis:**Analyzed customer data to identify potential clients interested in specific products and developed targeted marketing strategies to promote those products.

Digital Marketing, Guangzhou Saifu Information Technology Co., LTD

June 2024 – Aug 2024

- Assist managers in developing digital marketing strategies and campaigns to achieve traffic and business objectives
- Act as a "Counting Treasure" ambassador to introduce the functionality of the application
- Assist in the planning and execution of various digital channels, including wechat public account operation, digital marketing, email and social media (such as Douyin, Kuaishou and other platforms).
- Assist in coordinating advertising and marketing support, including influencers, social media and other digital advertising to promote sales through these channels.
- Assist in the collection of information and support the measurement and reporting of digital marketing campaign performance against objectives (return on investment and key performance indicators).
- Collaborate and communicate effectively with internal teams and external personnel to support the planning and execution of digital marketing campaigns.
- Support the planning and execution of website development projects.

Projects

Introduction to Data Science Group Project

- Students should form groups (up to 6 members) and choose an interesting topic related to data science for literature research, highlighting its contributions and value while discussing the role of data science. Finally, they will consolidate their findings into a story-based presentation and a report. Topic: Application of Deep learning Algorithm in the Perception Module of Autonomous Driving System
- Tools Used: PowerPoint,Google Scholar,Google Docs,Excel

Visualization Design Project

- **Problem Statement:** Control points were closed and reopened from 2021 to 2023 due to COVID-19, causing significant variations in passenger flows. **Question:** How did passenger flows for Hong Kong residents, Mainland visitors, and other visitors change at different control points during this period?
- Tools Used: Python,Excel,Tableau

Story Visualization Project

- contrast between Hong Kong Island residents and non-Hong Kong Island residents in terms of population and economic
- Tools Used:Python,Excel,Tableau

Technologies

Languages: Python, C++ , SQL

Framework & Tools: Tableau,PyTorch(Continue learning),TensorFlow(Continue learning)

Package: Numpy,Panda,Seaborn,Matplotlib

Others: Microsoft Office,Adobe Photoshop,Capcut,Math foundation(Calculus,Linear Algebra,Probability and Statistic)