

# Pu Chen Ni

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## Education

### National Taiwan University

MASTER'S DEGREE, COMPUTER SCIENCE

- GPA: 4.2/4.3

Taipei, Taiwan

Sep. 2017 - Jul. 2019

### Zhejiang University

EXCHANGE STUDENT, COLLEGE OF COMPUTER SCIENCE AND TECHNOLOGY

Hangzhou, China

Mar. 2015 - Jul. 2015

### National Chengchi University

BACHELOR'S DEGREE, COMPUTER SCIENCE

- GPA: 3.79/4.0

Taipei, Taiwan

Sep. 2012 - Jun. 2017

## Experience

### Yahoo

SOFTWARE DEV ENGINEER II

- Migrated core business logic from a legacy component to our existing ad search engine to leverage the scalability advantages of our current framework.
- Mentoring 2 interns to know the workflow of product ads and help them with their summer project. Worked as a course assistant in an agile workshop for Yahoo Taiwan interns.
- Collaborated with data scientists from Yahoo Israel to apply RoAS bidding model to product ads, providing Yahoo's advertising partners with a new bidding strategy.
- Designed and led a junior engineer in developing a next-generation search ad system with embedding matching.

Taipei, Taiwan

Jan. 2022 - Present

SOFTWARE DEV ENGINEER

- Constructed an ETL pipeline for extracting TW market search product ads. Also worked on troubleshooting and maintenance of the pipeline that processes over 150 million data regularly.
- Collaborated with Yahoo Taiwan data team, improved TW search product ads revenue by 26% by enabling Chinese product tagging. My main job was to design and code refactor on ad system for applying the new tagger.
- Improved TW search product ads revenue by 100% by adding a new feature: diversity of search results. The feature solved the pain point of Yahoo's advertising partners and gave their ads more opportunities to show.

Sep. 2019 - Dec. 2021

### National Taiwan University

RESEARCH ASSISTANT

- Assisted in hosting an AI competition with over 700 participants. My work included the collection of contest topics and the program to evaluate the precision of submitted answers.

Taipei, Taiwan

Sep. 2018 - June. 2019

## Honors & Awards

2023 **Parper Accept**, RoAS optimization for Gemini Native DPA campaigns

2018 **1st Prize**, Sentiment Analysis in NLP course final project

2017 **Presidential Award**, 105-1 Academic Year, 105-2 Academic Year

2017 **2nd Prize**, Independent Study: Time Puzzle

Yahoo TechPulse

NTU CSIE

NCCU CS

NCCU CS

## Skills

### Programming

Java, Python

### Tools

Git, Junit, Mockito, Vespa

### Knowledge

Agile, Object-Oriented Programming, Software Testing, REST API

### Languages

Chinese, English

## Extracurricular Activity

### Table Tennis Varsity Team

MEMEBR

- 4th place in team event at 2017 National Intercollegiate Athletic Games

NCCU

2015 - 2017