

# Pu Chen Ni

☎ (+886) 0983-202-405 | ✉ pcn362880gm@gmail.com | 🌐 pu-chen-ni-099271128/

## 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

SENIOR SOFTWARE ENGINEER

Taipei, Taiwan

Jan. 2022 - Present

- 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.

SOFTWARE ENGINEER

Sep. 2019 - Dec. 2021

- 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.

### National Taiwan University

RESEARCH ASSISTANT

Taipei, Taiwan

Sep. 2018 - June. 2019

- 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.

## Honors & Awards

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

Yahoo TechPulse

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

NTU CSIE

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

NCCU CS

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

NCCU CS

## Skills

### Programming

Java, Python

### Tools

Git, Junit, Mockito, Vespa

### Knowledge

Agile, Object-Oriented Programming, SQL, CI/CD, REST API

### Languages

Chinese, English

## Extracurricular Activity

### Table Tennis Varsity Team

MEMEBR

NCCU

2015 - 2017

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