SHUYUAN ZHAO

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PROFILE

Diven Data Engineer with 4+ years background in designing and developing Business Intelligence applications. Experience with distributed systems operating in a scalable/high volume environment. Adept at problem solving, critical thinking and proven coding ability with proficiency in Java, Python, SQL, Spark, ClickHouse. Passionate about using data to improve the world around us and building products with great business impact.

SKILLS

- **Programming**: Java, Python, Scala, SQL
- **Big data**: Spark, ClickHouse, Yarn, Hive, OLTP/OLAP
- **Middleware**: Redis, Elasticsearch, Zookeeper, Thrift, Massage Queue

WORK HISTORY

ByteDance | Big Data Engineer, Beijing   2019.12 - Currenct

- Responsible for architecture design and implementation of the next generation BI tools which help advertisers gain business insights and power their long-term success.
- Own projects and responsible for the full software development life cycle including requirements collection, technical designs, implementation, testing and operations.
- Build robust and scalable distributed systems and data integration pipelines using SQL, JAVA, Spark, ClickHouse for real-time analytics and offline data processing.
- Create complex SQL queries utilizing best query-writing practices.
- Develop the back end of websites, build databases such as MySQL, ES, Abase(RocksDB), and provide APIs for internal and external used.
- Collaborate with product managers and other technical teams in designing and deploying competitive marketing initiatives and impactful digital strategies.
- Conduct researches and deep dive into ad-hoc issues with fast action for troubleshooting and effective presentation for customer consulting.

Iconma | Data Analyst, Richmond, VA, US   2018.2 - 2019.11

- Worked at the brand and marketing credit card department in Capital One Bank.
- Performed segmentation analytics for marketing campaigns and customer management with SQL and BI tools.
- Conducted A/B testing on business strategies and analyzed their performance.

PROJECTS

Advertising Effectiveness Measurement   ByteDance

- Provided detailed overview of campaign performance and determined the true effectiveness of marketing strategies by analyzing impressions, engagement, ads placements, ROI, online-to-offline sales impact.
- Developed scalable and fault tolerance Spark applications based on Spring framework for data transformations and data analysis.
- Designed and developed data processing pipelines which involved in data loading, writing Hive UDFs and conducting operative practices on Spark performance tuning.

Audience Segmentation and CRM tools   ByteDance

- Created audience segmentation and built customer relationship management(CRM) system to organize and make sense of valuable audience data and insights.
- Performed real-time analytics for audience size estimation, audience profiling, drill down analysis with ClickHouse MergeTree engine and processed petabytes of data within seconds.

EDUCATION

The George Washington University, Data Science, *Master of Science*   2015.8 - 2017.5
Central South University(中南大学), Statistics, *Bachelor of Science*   2011.9 - 2015.6