SHUYUAN ZHAO

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PROFILE

Data Engineer Professional with 4+ years of industrial experience in designing and developing Business Intelligence tools. Experience with distributed systems operating in a scalable/high volume environment. Adept at problem solving, critical thinking and programming backgroud 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 - Current

- Responsible for architecture design and implementation of the next generation BI tool which helped advertisers gain business insights and power their long-term operations.
- 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 online and offline calculations.
- Create complex SQL queries utilizing best query-writing practices.
- Develop and maintain the back end of the website, build databases such as MySQL, ES, Abase, and provide API's for internal and external used.
- Interface with product managers and other technical teams to conduct marketing strategies and form business intents.

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

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

PROJECTS

Advertising Effectiveness Measurement   ByteDance

- Helped advertisers align media measurement strategies with business objectives to track the right metrics and determine the true effectiveness of campaigns.
- Identify the critical criteria that provide a detailed overview of how campaign and ads are performing including impressions, engagement, Ad frequencey, media quality, ROI, online-to-offline sales impact.
- Integrated with Spring framework, developed Spark applications for data transformations and offline calculation and conducted operative practices on performance tuning.

Audience Segmentation and CRM tools   ByteDance

- Peroformed audienct segmentation and built customer relationship management(CRM) system to organize and make sense of valuable audience data and insights.
- Identify the most effective ad placement, and distinguish content that resonates with the target audience to maximize impact per exposure.
- Integrated with ClickHouse RocksMergeTree engine built bitmap to conduct online calculations for estimation, TopN, audience profile, drill down analysis, which 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