Wenwen Ding

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EDUCATION

The University of Hong Kong (HKU)   Hong Kong
Master of Science in Library and Information Management   Sep 2016 – Dec 2017
- GPA: 3.27/4.00
- Thesis: "Analysing User Needs for Dunhuang Cultural Heritage Information on Social Media" (Methods: web crawler, text mining), Advisor: Dr. HU, Xiao
- Served as a program representative, and successfully made new course recommendations which will be forthcoming within the University

Zhejiang University of Technology (ZJUT)   Hangzhou, China
Bachelors in Information Management and Information System   Sep 2012 – Jun 2016
- GPA: 3.5/4.0
- Thesis: "Study on E-financial Risk and Risk Management," Advisor: Prof ZHOU, Gengui; Recipient of 2016 Best Thesis Award

PUBLICATION

1. **Ding, W.,** and Sykes, TA. "Finding a Way to Address Historical Loan Inequalities with Better AI: Learning from Success and Failure" (2021). *ICIS 2021 TREOs*. 72.

2. **Ding, W.** and Wan, H. "Ensemble Incremental Learning Iterative Mechanism on Reject Inference." Aug 2020, *2020 International Conference on Computing and Data Science (CDS)*, IEEE. Pp. 69-75.

3. Hu, X., Cheong, C. W., **Ding, W.**, and Woo, M. "A systematic review of studies on predicting student learning outcomes using learning analytics." Mar 2017, *Proceedings of the Seventh International Learning Analytics & Knowledge Conference*, ACM. Pp. 528-529.

WORK EXPERIENCE

Hangzhou Qiandianbai Network Technology Co., Ltd.   Hangzhou, China
Operations Research Team Leader   Feb 2021 – July 2021
- Assisted CEO to formulate the development strategy of organization, providing with technical support in data culture and data team building.
- Responsible for the product development and innovation of operations; collected data and summarized the current most advanced and best-selling product designs report to COO.
- Responsible for improvement of ERP, data visualization construction, EDM plans.

Senior Data Engineer   Jan 2020 – Jan 2021
- Responsible for designing systems for data collection, compiling, analysis, and reporting.
- Responsible for helping bridge the gap between data and the decision-making process.

Westlake University, Machine Intelligence lab   Hangzhou, China
Research Assistant   Oct 2019 – Dec 2019
- Responsible for learning new technology of Deep Learning, practical project development, application technology research
- Latest research of "*A Empirical Study of Feature-based Deep & Wide model for Credit Scoring on Telecom Dataset*", manuscript in submission

Hangzhou Nairong Network Technology Co., Ltd.   Hangzhou, China
Senior Data Engineer   Dec 2018 – Aug 2019
- Built reject inference models
    GitHub project: https://github.com/WynnDing/reject-inference-lendingclub
- Utilized EDA, generating business analysis code guidance book to be used
- Extracted, cleaned, and integrated data from the database, and used visualization
  to generate and optimize the weekly data reports

Hangzhou Yunsu Apartment Management Co., Ltd.   Hangzhou, China
Senior Data Engineer (Partnership)   Mar 2018 – Nov 2018
- Built the Yunsu WeChat Stewardship Monitoring System (NLP, Python)
- Implemented OTA platform Web Crawling for the company to compete against hotels,
  maintain order information, and monitor their sales in real time (Python)
- Developed a hotel management system based on my own reporting designs (Java)
- Built the company's official small program and internal collaboration platform (PHP)

Hangzhou Zuobiao Real Estate Marketing Planning Co., Ltd.   Hangzhou, China
Data Engineer   Sep 2017 – Mar 2018
- Built a real-time overview of the regional transaction data, based on the DataV
- Provided decision support through: organizing annual transaction data, collecting market
  data, and calculating market share and volatility

HKU, Information Technology Studies   Hong Kong
Research Assistant (PT)   Oct 2016 – Dec 2017
- Conducted coding statistical analysis from the prediction model information, and verified
  the key variables for the outcome's study
- Wrote academic publishing drafts, and met with data mining professionals to ensure the
  scientific evaluation and analysis' accuracy
- Built websites for scholastic activities, such as silent auctions and presidential elections

HKU, Data-Driven Scholarship Institute   Hong Kong
Teaching Assistant   Nov 2016
- Assisted the practical teaching activities for 8 different courses and labs

INTERNSHIP EXPERIENCE

Hangzhou Shukong Technology Co., Ltd   Hangzhou, China
Intern Algorithm Engineer   Jul 2017 – Sep 2017
- Responsible for the "news report hotline information extraction summary" project (NLP)

Zhejiang Taixuan Network Technology Co., Ltd.   Hangzhou, China
Intern PM Assistant   Nov 2015 – Feb 2016
- Successfully launched 23 online projects, using data analysis to improve user experience

Hangzhou Guoce Shangtu Science and Technology Co., Ltd.   Hangzhou, China
Intern Assistant of CEO (Remote)   Aug 2014 – Nov 2015
- Wrote feasibility study reports for government funding on the competition and
  technology trends of interdisciplinary industries

Zhejiang Association for International Cooperation of Private Enterprises Hangzhou, China
Assistant of International Affairs   Jul 2013 – Oct 2013
- Attended business negotiation meetings for the 6th WTO and Financial Engineering
  International Conference with the U.S. Consulate General Shanghai

ADDITIONAL INFORMATION

Additional Professional and Extracurricular Experiences
- PPloan E-finance Training Camp, Scholarship Awarded (Mar 2017)
- OCLC Asia Pacific Annual Regional Council Meeting, Volunteer (Dec 2016)
- HKU, Mandarin Course Volunteer (Sept 2016 - Nov 2016)
- HKU, Yunnan Cultural Study Exchange Program (Oct 2016)
- HKU, BitwiseHacks FinTech Hackathon (Sept 2016)

Computer and Language Skills
- SQL, Python, Rational Rose, WEKA, RapidMiner
- English (IELTS overall 7), Chinese (Native), Sanskrit (Beginner level)