

Botao Li / 李伯韬

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Education

- Sep. 2009 to Jun. 2011, Wuhan University / International School of Software, Master
- Sep. 2005 to Jun. 2009, Wuhan University / International School of Software, Bachelor

Experience

Tencent (Mar. 2011 to Present)

Sep. 2021 to Present, Singapore, User Acquisition for Games in Global Market

T11 Machine Learning Engineer, Team leader(L1-2)

Lead teammates to optimize the effectiveness of user acquisition in games, providing advertisement [creatives insights services](#), audience mining, [social fission](#), campaign strategy optimization, etc. We have achieved an uplift of **20%~30%** in terms of ROI so far. Meanwhile, lead teammates to build the ML/DL research and development infrastructure, supporting Airflow, MLFlow, Jupyterhub, K8s, Flask, Spark, Hive, Hadoop, Tensorflow, Pytorch, etc.

May 2020 to Aug. 2021, Shenzhen, User Acquisition for Games in Global Market

T11 Machine Learning Engineer, Tech Leader, and Team leader

Recruit a global machine learning team with **10 teammates and distribute in 4 regions worldwide**. Lead team to rebuild the machine learning pipeline and services. Explore the user acquisition solution for globally publishing games.

Sep. 2017 to Apr. 2020, Shenzhen, Recommendation for Games

T10 Machine Learning Engineer, Tech Leader

Led the team to support the items recommendation for MMO, casual, and Moba games. There were three subordinates in the team and 70% of my energy for individual contribution and the rest 30% for management. The main achievement was to **promote the upgrade of recommendation solutions**, including 4 aspects that are feature engineering, item recalling, ranking, and engineering architecture. Finally, led to an efficiency improvement of **170%+** and effectiveness improvement between **3.8% and 28.13%**.

Sep. 2016 to Aug. 2017, Shenzhen, SNS mining for Games

T10 Machine Learning Engineer

Involved in in-game social network mining, using complex network algorithms to improve the efficiency of in-game friend recommendation, guild recommendation and churn players recalling. **Main technical contribution is the independent development of super large-scale Eulerian Distance LSH algorithm which only took 13 hours to process 90 million nodes social network**, details are recorded here:

- [LSH\(1\) collision probability analysis](#)
- [LSH\(2\) working principle](#)
- [LSH\(3\) parameter selection](#)
- [LSH\(4\) algorithm implementation and optimization summary](#)

The summary of the solution refers to this article [Summary of Link Prediction in Online Games](#), and it had applied in games such as King of Glory(王者荣耀), WeRun(天天酷跑), etc.

Jul. 2014 to Aug. 2016, Shenzhen, User profiles for Games

T9 Data Analyst

Participated in the development of the game **user profile specification** and the development of profile data, mainly involving user data cleaning, common feature framework development, and derived tag calculation.

Mar. 2013 to Jun. 2014, Shenzhen, Business Intelligence for Games

T8 Data Analyst

Participate in the operational analysis of More Fun Studio games, mainly developing and maintaining operation reports, involving business: QQ Farm(QQ农场), Naruto(火影忍者), Q Tour(Q游记), Crazy Union(疯狂联盟), QQ Shuihu(QQ水浒), etc. **Proactive use of machine learning algorithms for accurate user mining to improve the effectiveness of targeted interventions.**

Mar. 2011 to Feb. 2013, Shenzhen, Test Development In Internet Products

T5 to T7 Test Developer

Developed continuous integration system (CI) plugins to improve efficiency. Developed testing platform to improve testing efficiency.