

# Botao Li / 李伯韬

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## Experience

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### Tencent (Mar. 2011 to Present)

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#### Sep. 2021 to Present, Singapore, User Acquisition in Games

##### T11 Machine Learning Engineer, Manager for Machine Learning (L1-2)

Lead teammates to optimize the effectiveness of user acquisition in games, such as advertisement [creatives insights analysis](#), campaign seeds optimization, [social fission](#) in UA, campaign strategy recommendation, and so on. We mainly leverage machine learning / deep learning algorithms, Airflow, Flask, Spark, Hive, and Hadoop to construct our solution.

#### May 2020 to Aug. 2021, Shenzhen, User Acquisition in Games

##### T11 Machine Learning Engineer, Tech Leader, and Manager for Machine Learning (L1-2)

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 in 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 in 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 in 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 in 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.

## Oracle - Shenzhen (Jul. 2010 to Nov. 2010)

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### Development Intern

Participated in the development of Oracle Virtual Server Management Platform.

## Education

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

## Skills

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- Programming: Scala, Python, R, SQL, Golang
- ML/DL Framework: Spark, Xgboost, Scikit-learn, Tensorflow
- Big Data Suite: HIVE, Storm, Hadoop, Redis, MySQL, PostgreSQL
- Development: Git, Jenkins, Docker, Airflow

