

BRYAN CHUN-YUAN CHENG

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SUMMARY OF QUALIFICATIONS

- Proficient in JavaScript, React; Highly self-motivated in FE domain
- Familiar with Agile development and experienced in FE release with CI/CD process
- High profiles of hackathon winner in world-class hackathon competition (Yahoo, Mozilla); Proactive hackathon player in the team.

TECHNICAL KEYWORDS

Frontend Skills: JavaScript, React, HTML/CSS

Backend Skills: PHP, Python

Research Interests: Information Retrieval, Data Mining, Opinion Mining

WORK EXPERIENCE

YAHOO Taipei, Taiwan

Software Engineer, Global Search Engineering September 2014 – June 2017

Oath Taipei, Taiwan

Software Engineer, Global Search Engineering July 2017 – Present

- Web Search
 - Monetization and UX engagement
 - Accomplished 30 millions monetization goal in Web Search Q4/2014 with cross functional team in different countries (Taipei/Bengaluru/Sunnyvale).
 - Implemented various advertisement format, direct display content, search set promotion and whole page user experience; Making product with less abandonment rate and more user engagement in search experience.
 - Experienced in A/B testing for product changes and good understanding on metrics analysis in search domain.
 - Local Search
 - FE Developer owner of US local search experience on mobile device, enhanced overall local search experience over 10 million+ PV/day.
 - Working Across Multiple Time Zones with UI designer and product manager (Taipei/Sunnyvale/Germany office)
- Participated in Yahoo Search products and milestone
 - 2015 - Monaco Search - A new search experience for Firefox default search engine
 - 2016 - Rio 2016 Olympics Search experience
 - 2017 - Mentor of 2107 Oath summer Intern
- Internal Awards
 - 2015 Yahoo CEO Challenge Award
 - 2016 Yahoo Taiwan Bot Challenge 1st Place
 - 2016 Yahoo Taiwan/Japan Joint Hackathon Best Remote Hack & Best Hacker Choice

TAIWAN MOBILE INNOVATION Taipei, Taiwan

Incubation Team, Startups June 2014 – August 2014

- Project Pageer:

- Built synchronous mechanism for auction from Yahoo/eBay/Ruten to Facebook page, integrated Facebook Insights API and embed.ly statistics in business report individually.
- Served 90+ users within 19 active Facebook Pages and synced over 7000+ products for business marketing.

YAHOO Taipei, Taiwan

Summer Intern, Global Search Engineering July 2012 – August 2012

- Built content-based search suggestions from various corpus, and combined time-based queries recommendation mechanism for News, Movies and Answers verticals.
- Adopted FP-growth association rules for candidate queries, constructed alternative search assist in bucketing.

INSTITUTE OF INFORMATION SCIENCE, ACADEMIA SINICA Taipei, Taiwan

Intern, Digital Archive Architecture Laboratory Feb 2009 – Aug 2011

- Contributed online image search application based on CCH (Contrast Context Histogram), established architectural feature-based search engine for Taiwan's historic buildings.
- Cooperated development video streaming platform with Chinese Television System (CTS); adopted open source video platform *Kaltura* as an editorial backend.
- Built WASIGHT.COM, which is a DAVEART-liked social network for design academy students. Involved in frontend development and backend APIs integration.

HONORS

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| ● Yahoo! Hack Taiwan 2013 Second Place | November 2013 |
| ● Mozilla Firefox OS App Day 2013 Second Place | January 2013 |
| ● Yahoo! Open Hack Day 2012 Second Place &
Yahoo! Open Hack Day 2012 The Most Potential Award | October 2012 |

EDUCATION

M.S., Computer Science, YUAN ZE UNIVERSITY June 2013

- Focus on **Machine Learning** and **Information Retrieval**
Data Mining / Bioinformatics / Computational Biology / Agile Software Development
- **Honors:** 2011 Outstanding TA Award

B.S., Computer Science, YUAN ZE UNIVERSITY June 2011

COMMUNITY EXPERIENCE

- | | |
|---|---------------------|
| G0V Summit 2014, Program Assistant | November 2014 |
| COSCUP 2012, Attendee Team Lead | Feb 2012 – Aug 2012 |
| Mozilla Taiwan Community, Localization Owner | Sep 2009 |

PUBLICATIONS

Chun-Yuan Cheng, Yu-Chun Wang, Richard Tzong-Han Tsai. IISR Crosslink Approach at NTCIR 9 CLLD Task. In *NII Testbeds and Community for information access Research (NTCIR) 9*, Japan, December 2011.

Yu-Ting Hsiao, **Chun-Yuan Cheng**, Cheng-Hung Li, Yu-Zheng Wang, Hsiang-An Wang. Annotating Photographs of Places of Interest in Taiwan - A Multifaceted Photo Summarization Method Based on TELDAP. In *International Journal of History and Arts Computing (IJHAC)* 2011.