

# BRYAN CHUN-YUAN CHENG

4F., No.6, Baoqing St., Xindian Dist., New Taipei City 23143, Taiwan (R.O.C.)  
+886 911 461967 | bryanyuan2@gmail.com | bryanyuan2.github.io

## EDUCATION

---

|                                                                                                                                                                                                                                                              |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>M.S., Computer Science, YUAN ZE UNIVERSITY</b>                                                                                                                                                                                                            | June 2013 |
| <ul style="list-style-type: none"><li>• <b>Honors:</b> 2011 Outstanding TA Award</li><li>• Focus on <b>Machine Learning</b> and <b>Information Retrieval</b><br/>Data Mining / Bioinformatics / Computational Biology / Agile Software Development</li></ul> |           |
| <b>B.S., Computer Science, YUAN ZE UNIVERSITY</b>                                                                                                                                                                                                            | June 2011 |

## TECHNICAL KEYWORDS

---

**Language:** Javascript, Python, PHP

**Library/Framework:** React, jQuery

**Platform:** Heroku

**Research Interests:** Information Retrieval, Data Mining, Opinion Mining and Search Intent Mining

## WORK EXPERIENCE

---

|                                              |                          |
|----------------------------------------------|--------------------------|
| <b>YAHOO</b>                                 | <b>Taipei, Taiwan</b>    |
| <i>Software Engineer, Search Engineering</i> | September 2014 – Current |

- Involved in global vertical search FE platform and migrated 37 global markets with diverse verticals domains include Yahoo & Yahoo7 partnership from Q4 2014 to Q2 2015
- Enhanced web search monetization for U.S. market sharply, improved SYC (search.yahoo.com), YHS (yahoo partner search) and search international markets for various features optimization and user experience enhancement.
  - Re-designed the user experience for Mozilla default search for US market
  - Rearranged logistic triggering for Direct Display information for US market to enhance better user experience

|                                  |                         |
|----------------------------------|-------------------------|
| <b>TAIWAN MOBILE INNOVATION</b>  | <b>Taipei, Taiwan</b>   |
| <i>Incubation Team, Startups</i> | June 2014 – August 2014 |

- Project Pagineer:
  - 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.

|                                          |                         |
|------------------------------------------|-------------------------|
| <b>YAHOO</b>                             | <b>Taipei, Taiwan</b>   |
| <i>Summer Intern, Search Engineering</i> | 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.

|                                                          |                       |
|----------------------------------------------------------|-----------------------|
| <b>INSTITUTE OF INFORMATION SCIENCE, ACADEMIA SINICA</b> | <b>Taipei, Taiwan</b> |
| <i>Intern, Digital Archive Architecture Laboratory</i>   | 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-like social network for design academy students. Involved in frontend development and backend APIs integration.

## SELECTED HONORS

---

- |                                                                                                  |               |
|--------------------------------------------------------------------------------------------------|---------------|
| • 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 &<br>Yahoo! Open Hack Day 2012 The Most Potential Award | October 2012  |

## COMMUNITY

---

### **g0v Summit 2014**

*Program Assistant*

November 2014

- Coordinated speakers and visiting scholars, arranged conference events and multiple-track sessions.

### **COSCUP (Conference for Open Source Coders, Users and Promoters) 2012**

*Attendee Team Lead*

Feb 2012 – Aug 2012

- Organized administration team of 8 members to host conference over 1000+ attendee, supervising registration, attendee analytics, and administrative functions by conducting online coordination meetings.

### **Mozilla Taiwan Community**

*Localization Owner*

Sep 2009

- Localized addons.mozilla.org (AMO) and Firefox Sync in Traditional Chinese.
- Conducted campus promotion and activities for Firefox 4 and arranged internal affairs.

## SELECTED 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*.