Guowei Ma

I Love the World ☺

Master, Computer Science
University of Science and Technology of China

☺ www.gwma.me
🕽 (086)-18698563906
✉ csgwma@gmail.com
☞ www.linkedin.com/in/csgwma

Basic Info

Research	Data Mining, Machine Learning, Semantic Web
Language	C/C++, Java, Python; SQL, SPARQL
Tools	Weka, Jena, Latex

Work Experience

06/2015~current — **Data Mining Engineer, Alibaba Group (Hangzhou, China)**
- Design and implement a RDF store engine with spatial/text search and reasoning, and travel programming algorithms, which support the intelligent service for travelers.
- Designed an algorithm framework and used machine learning algorithms (Item-based CF & Probabilistic matrix Factorization) to recommend personalized items for users, which were used in the Guess-You-Like of AliTrip(Qu'A) in the wireless end (Native and H5).
- Implemented an online Message-Driven Control System, which can receive the running actions of users' air purifiers and then send the auto-control messages, which were predicted by using exponential smooth algorithms and the user historical data.

06/2014~09/2014 — **Engineering intern, Baidu (Beijing, China)**
Implemented the label propagation algorithm to cluster the companies with similar business scope, and then predicted the probabilities of companies to advertise their products online based on the similarities to their neighbors. The Baidu's sellers could connect these companies with higher probabilities and this helps them work more effectively.

09/2012~06/2015 — **Laboratory of Semantic Computing and Data Mining, USTC**
Studied the basic concepts and techniques about data mining and machine learning. Researched on the topics: influence maximization and personal recommendation, and published two related papers (see below).

02/2012~08/2012 — **Engineering intern, Alibaba (Hangzhou, China)**
Exploited many machine learning algorithms, like decision tree and logistic regression, to recognize the online fraudulent trades. The overall system combines the rule-based engine and machine learning models to recognize the fraudulent trades, and it works well.

04/2010~09/2011 — **Microsoft 3D Humanoid Robot Simulation Competition, The RoboCup China**
Joined a team of Microsoft 3D Humanoid Robot Soccer Simulation Competition. I was the leader of and I am responsible for designing the main algorithms. Our team got the champion and the runner-up of this project in 2011 and 2010, respectively.

Publications

06/2015 — **Guowei Ma**, Qi Liu, Enhong Chen, Biao Xiang. **Individual Influence Maximization via Link Recommendation** , WAIM'2015:42-56, Qingdao, China, June 8-10, 2015.

05/2015 — **Guowei Ma**, Qi Liu, et al. **Identifying Hesitant and Interested Customers for Targeted Social Marketing** , PAKDD'2015:576-590, Ho Chi Minh City, Vietnam, 2015.

Education

09/2012~06/2015 — Master, Computer Science,University of Science and Technology of China
GPA: 3.61/4.3, Top 15%

09/2008~07/2012 — Bachelor, Computer Science and Technology, ZhengZhou University
GPA: 3.69/4 ,   Top 5%