

Mengfan (Fox) SHAN

Address: 466 Tianbao Road, Shanghai, 200086

Tel: 18017661124

Email: dd.famous@gmail.com

WORKING EXPERIENCE

Block, Shanghai

Since May, 2021

I joined Ads & Growth Team, Afterpay in 2021 and transitioned to Cash, Block in 2022. My responsibilities were designing and implementing Martech Data Platform, including data infrastructures & integrations, data pipelines & data-driven services. During my time at work, I took the initiative to consolidate internal/external data and construct the Martech Data Platform. This platform encompassed various essential components, including data integration, data processing, and the provision of diverse data services, catering to the specific requirements of downstream operations. These services included data insights, a user data platform, and user engagement tools, ensuring seamless access and utilization of valuable information for our team's success.

Shuhe Group, Shanghai

April, 2019 April, 2021

Leading the Data Platform Team at Shanghai's Shuhe Group. My role included designing, developing and optimizing BigData Platform, collaborating with both the Data Warehouse and Data Application Teams to ensure high availability. The architecture of the data platform has undergone a transformative journey, starting from an on-premise setup and gradually transitioning to cloud-based infrastructure. This evolution involved the migration of data to the cloud, leading to the ultimate achievement of a robust and comprehensive data middle platform.

Works Applications, Shanghai

August, 2016 April, 2019

As Team Leader of EDP2 (Base Technologies Div) at Works Applications. I oversaw the development of a platform for enterprise applications on the cloud. This included managing a server for job assignments and a Hadoop/Spark cluster for job execution.

PROJECTS

Eligibility Service, Block

I designed and implemented Eligibility Service, a new, dynamic audience targeting service to significantly scale Boost to all types of incentive, to highly reduce operational overhead for Boost set-up and to improve reporting processes of Boost. Kotlin, Armeria, DynamoDB, antlr4, Snowflake

CustomerIQ, Block

I designed and implemented the service and related data pipeline jobs of CustomerIQ, a generic Customer Data Platform. CustomerIQ integrated data from various Clouds/Platforms and projecting customer attributes across multiple scenarios optimised for boost targeting and ad personalisation. Its design promoted independent addition of attributes/traits enhancing marketing effectiveness. Kotlin, DynamoDB, Snowflake, Airflow

Insight Service, Block

Design and implement data infrastructures, pipelines, data quality check system and the data service for MarketplaceIQ & AfterpayIQ, a self-serving insight product for over 6000 merchants. Our integrated insight service leverages data from various dimensions and utilizes AI to analyze reports for 6000 merchants. This project steps towards building a closed-loop attribution system, unlocking the potential of our first-party data, and enables data-driven merchant decisions. Clickhouse, Kylin, Spark, Hive, DynamoDB, OpenAI

Data Mid-Platform, Shuhe

Design the architecture and the migration plan of Data on Cloud . The BigData infra was migrated from On-Promise to AWS EMR, from AWS to AliCloud and finally Data Mid-Platform. To minimize migration impact and downtime to business, I needed to be compatible with changes, to fix bugs on opensource components (HDFS-9406, HIVE-19994, etc) and to provide all kinds of automation tools for migration and further management. Cloudera, AWS EMR, S3, Ali EMR, OSS, Dataphin

FeatureHub, Shuhe

FeatureHub is a platform managing and providing features, for training models and online-prediction. Unlike traditional feature platforms, which focus on data processing, FeatureHub provides processed data for both online and offline services with the unified calibre. It provides real time features for online services with low latency, as well as historical data for training. HBase, Flink, Hive

SKILLS

Languages: Java, kotlin, python, Ansible, shell

Middleware: Clickhouse, Kylin, Hive, HBase, Hadoop, Spark, Flume, Flink, Zookeeper, Kafka, neo4j, HugeGraph

Skills: AWS, Aliyun, Snowflake

EDUCATIONS

Nanjing University, Nanjing

09/2010 - 06/2016

Ph.D. in Computer Software and Theory, Department of Computer Science and Technology

University of Minnesota, Twin Cities, MN

10/2014 - 10/2015

Visiting Scholar supervised by Prof. Tian He, Department of Computer Science and Engineering

Nanjing University, Nanjing

09/2006 - 06/2010

Bachelor, Department of Computer Science and Technology

REPOSITORIES

GitHub

<https://github.com/ddfamou>