

Yinsheng Zhou

SOFTWARE ENGINEERING LEADER · CERTIFIED SCRUM MASTER

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Education

National University of Singapore

PH.D. IN COMPUTER SCIENCE

Singapore

Jul, 2008 - Mar, 2013

- Got a 4-year full scholarship to pursue Ph.D. and defended my thesis in 2012 and earned my degree in 2013. My doctoral dissertation topic is Collaborative Mobile-Learning Systems for Music Education and Training.
- Full time direct PhD program from Bachelor degree.

Fudan University

B.S. IN COMPUTER SCIENCE

Shanghai, China

Jul, 2004 - Jun, 2008

- Got student scholarships every year due to top ranking in academic performance.
- Attend national entrance examination (Gaokao) in China.

Summary

Seasoned and accomplished software engineer and architect with a history of helping enterprises to realize their IT R&D capabilities, while improving the companies' productivity and revenue. Adept in coaching software engineering team to consistently maximize team's agility. As a team leader, I am bringing forth an in-depth, detail-oriented, and forward-thinking perspective necessary to solve every problem encountered during the product development.

Skills

DevOps AWS, GCP, Docker, Kubernetes, Jenkins, Ansible, Git

Backend Spring, Spring Boot, Express, Django, REST API

Frontend React, Redux, Angular.js, Vue.js, D3.js, jQuery, Flutter

Database MySQL, MongoDB, Vertica

Programming Java, Node.js, Python, Objective-C, LaTeX

Languages English, Chinese

Experience

Lazada South East Asia Pte Ltd, Alibaba Group

VICE PRESIDENT, SOFTWARE ENGINEERING

Singapore

Mar, 2021 - Present

- Lead a 15-people team including Frontend (8), Backend (5), and QA (2) engineers.
- Work as a focal point of all the data product development including Business Advisor, Logistics, and Workstation in the regional data team.

Singapore Press Holdings

PRINCIPAL ENGINEER, SOFTWARE

Singapore

Jul, 2019 - Mar, 2021

- Lead a rewards and loyalty platform team (6 developers) and a digital sales and group marketing team (6 developers) using Scrum.
- Work with product managers and stakeholders to adopt the new market trend features into the products.
- Built fully automated CI/CD pipelines on AWS for containerized applications using Docker, AWS ECR and CodeDeploy.
- Designed an overall service architecture and pipelines of the Behavior-Driven Rewards and Loyalty API SaaS product with the microservices architecture.
- Implemented several API microservices in Node.js Express and the Admin Portal in React/Redux.
- Deployed a centralized logging environment(ELK, CloudWatch, S3) which gather log data from docker containers and AWS resources.
- Zaobao Rewards Loyalty Programme won the Best in Audience Engagement in ADMA 2020. Since released to the market this Feb, the program has lifted the audience engagement by 59%.
- Driving an interest group (Advanced Technology Lab) for AR/VR, AI, & blockchain technology in the media industry.

Circles.Life

PRINCIPAL ENGINEER

Singapore

Dec, 2018 - Jun, 2019

- Built, architected and led the development of the telco BSS (business support system) middleware, which sped up the reliability and performance by 10 times.
- Recruited principal engineers, engineering leads, and senior software engineers.
- Mentored other developers, and lead and shared DevOps best practice.

Wirecard Asia Holding Pte. Ltd.

SENIOR DEVELOPER

Singapore

May, 2017 - Oct, 2018

- Implemented a data entry platform in Node.js Express and Angular.JS for parsing regional merchant documents.
- Built data pipelines to migrate the data into the more structured data models in Data Warehouse.
- Designed and built D3.js widget to visualize and customize the enterprise entity hierarchy.
- Developed an automated massive parallel processing pipeline to calculate merchant transaction fees, which resulted in 20 times processing speed and 2 times cost reduction.

IBM

ADVISORY SOFTWARE ENGINEER

Singapore

Mar, 2013 - May, 2017

- Developed enterprise applications for two blockchain projects, which got public exposure in MAS FinTech Festival 2016.
- Responsible for the UX/UI conceptual design, UI and backend API implementation, application's continuous integration with cloud, and project management.
- Built an automated data ETL system, and developed a web app for real-time visualization of all the vessels and heat-map visualization of the congested areas in the Singapore port.
- Developed train simulation visualization module, passenger flow visualization in React based on origin-destination pair predictive analytics, and incident analytics module.
- Developed a solution on mobile platform for identifying dengue hotspots using the information collected by operators. Demonstrated the solution to show its capability of preventing dengue outbreak in advance.
- Developed a web search engine in React on Bluemix (PaaS) to make the local charity organizations more transparent and eventually help charity donors to donate more efficiently.

Additional Work

YINSHENG CANDY

CO-FOUNDER & CTO

Singapore

Jul, 2014 - PRESENT

- Built the internal inventory management and accounting system using Vue.js and MongoDB.
- Built the online e-commerce sales channels using Shopify, Instagram and Facebook.

General Assembly

LEAD INSTRUCTOR

Singapore

Mar, 2020 - April, 2021

- Teaching Javascript, Python, Java, Express.JS, MongoDB, React, jQuery, algorithm, and coding interviews.

Intel

SOFTWARE ENGINEER INTERN

Shanghai

Jul, 2007 - Jul 2008

- Developed Intel NAND firmware.

Certifications

Certified ScrumMaster (CSM)

SCRUM ALLIANCE

International

Issued Nov. 2020 · Expires Nov. 2022

- Credential ID: 001136451 and Credential URL

Honors & Awards

2020	Best in Audience Engagement , Asian Digital Media Awards (ADMA)	Singapore
2015	Winner , IBM Chairman Environmental Award	Singapore
2015	Finalist , INFORMS Innovative Applications in Analytics Award	Philadelphia, U.S.A
2014	Winner , IS Technical Accomplishment	Singapore
2015	Winner , IBM Service Excellence Award	Singapore
2012	Winner , Student Travel Grant from ACM Multimedia	Nara, Japan
2012	Winner , NUS Research Achievement Award	Singapore
2011	Winner , ACM SIGCHI Honorable Paper Mention Award	Vancouver, Canada
2010	Winner , London Imperial College Research Skills Development Award	Singapore
08 - 12	Winner , NUS Graduate Scholarship	Singapore
2008	Winner , Excellent Graduate Award by Fudan University	Singapore
05 - 07	Winner , Fudan University Undergraduate Scholarship	Shanghai, China

Publications

Collaborative Mobile-Learning Systems for Music Education and Training

YINSHENG ZHOU

Doctoral Dissertation

2013

Preservation Of Privacy Of Inputs

YINSHENG ZHOU, YU CHIN FABIAN, PRALHAD, CHUN HUI AND VENKATRAMAN

U.S. Patent

Oct 2020

Peer Voting on Blockchain

ANUJ CHOPRA, YINSHENG ZHOU, YUAN YUAN, WENBIN ZHANG

U.S. Patent

Nov 2017

Airborne Particulate Source Detection System

KYONGMIN YEO, YINSHENG ZHOU, XIAO LIU, AND JAYANT R. KALAGNANAM

U.S. Patent

Dec 2016

CESUS: A Cost-Effective Massively Parallel Processing Solution Under a Resource Strapped Situation

YINSHENG ZHOU, AND GRIGORIY KUZNETSOV

Technical Report

2017

Using the MOGCLASS in group Music Therapy with individuals with Muscular Dystrophy: A pilot study

WANG FENG NG, YINSHENG ZHOU, YE WANG, AND PATSY TAN

Music and Medicine (MMD), SAGE

2012

MOGAT: Mobile Games with Auditory Training for Children with Cochlear Implants

YINSHENG ZHOU, KHE CHAI SIM, PATSY TAN, AND YE WANG

ACM Multimedia, Nara, Japan

Oct 29 - Nov 2, 2012

MOGAT: A Cloud-based Mobile Game System with Auditory Training for Children with Cochlear Implants

YINSHENG ZHOU, TONI-JAN KEITH P. MONSERRAT, YE WANG

ACM Multimedia, Nara, Japan

Oct 29 - Nov 2, 2012

A Tempo-Sensitive Music Search Engine With Multimodal Inputs

YU YI, YINSHENG ZHOU, YE WANG

MIRUM, Scottsdale, Arizona, USA

2011

MOGCLASS: Evaluation of a Collaborative System of Mobile Devices for Classroom Music Education of Young Children

YINSHENG ZHOU, GRAHAM PERCIVAL, XINXI WANG, YE WANG, SHENGDONG ZHAO

ACM CHI. Vancouver, BC, Canada

May 7 - 12, 2011

MOGCLASS: A Collaborative System of Mobile Devices for Classroom Music Education

YINSHENG ZHOU, GRAHAM PERCIVAL, XINXI WANG, YE WANG, AND SHENGDONG ZHAO

ACM Multimedia, Firenze, Italy

October 25 - 29, 2010

MOGFUN: Musical mOBile Group for FUN

YINSHENG ZHOU, ZHONGHUA LI, DILLION TAN, GRAHAM PERCIVAL, AND YE WANG

ACM Multimedia, Beijing, China

October 19 - 24, 2009