

# Yinsheng Zhou

SOFTWARE ENGINEERING LEADER · CERTIFIED SCRUM MASTER

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## 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.

## Education

### National University of Singapore

Singapore

PH.D. IN COMPUTER SCIENCE

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

Shanghai, China

B.S. IN COMPUTER SCIENCE

Jul, 2004 - Jun, 2008

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

## Experience

### Lazada South East Asia Pte Ltd, Alibaba Group

Singapore

VICE PRESIDENT, SOFTWARE ENGINEERING

Mar, 2021 - Present

- Lead a 12-people team including Frontend (7) and Backend (5) engineers in the regional data team.
- Develop commercial data products for internal business development, operation managers, external sellers, and logistic partners.
- Design the right technical solution and system architecture for various products based on Alibaba group's and custom-built technology.
- Develop reusable software components to enhance the development team's efficiency.
- Make data products reliable and robust and set up automatic alert system for the system anomalies so that we can cater to them immediately.
- Strategise product roadmap and plan project resources accordingly.
- Hire, coach, and develop talents.

### Singapore Press Holdings

Singapore

PRINCIPAL ENGINEER, SOFTWARE

Jul, 2019 - Mar, 2021

- Led a rewards and loyalty platform team (6 developers) and a digital sales and group marketing team (6 developers) using Scrum.
- Worked 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

Singapore

PRINCIPAL ENGINEER

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 led and shared DevOps best practice.

### Wirecard Asia Holding Pte. Ltd.

Singapore

SENIOR DEVELOPER

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.

## Skills

<b>DevOps</b>	AWS, GCP, Docker, Kubernetes, Jenkins, Ansible, Git
<b>Backend</b>	Spring, Spring Boot, Express, Django, REST API
<b>Frontend</b>	React, Redux, Angular.js, Vue.js, D3.js, jQuery, Flutter
<b>Database</b>	MySQL, MongoDB, Vertica
<b>Programming Languages</b>	Java, Node.js, Golang, Python, Objective-C, LaTeX

## Certifications

### Certified ScrumMaster (CSM)

SCRUM ALLIANCE

International

Issued Nov. 2020 · Expires Nov. 2022

- Credential ID: 001136451 and Credential URL

## Honors & Awards

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