

Yinsheng Zhou

SOFTWARE ENGINEERING LEADER · CERTIFIED SCRUM MASTER

Block 672A, #11-107, Klang Lane, Singapore, 211672

✉ (+65) 8822-1758 | ✉ zhouyinsheng@gmail.com | ✉ easonzhou | ✉ zhouyinsheng

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

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, Golang, Python, Objective-C, LaTeX
Languages	English, Chinese

Certifications

Certified ScrumMaster (CSM)

International

SCRUM ALLIANCE

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

Doctoral Dissertation

YINSHENG ZHOU

2013

Preservation Of Privacy Of Inputs

U.S. Patent

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

Oct 2020

Peer Voting on Blockchain

U.S. Patent

ANUJ CHOPRA, YINSHENG ZHOU, YUAN YUAN, WENBIN ZHANG

Nov 2017

Airborne Particulate Source Detection System

U.S. Patent

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

Dec 2016

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

Music and Medicine (MMD), SAGE

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

2012

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

ACM Multimedia, Nara, Japan

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

Oct 29 - Nov 2, 2012

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

ACM Multimedia, Nara, Japan

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

Oct 29 - Nov 2, 2012

A Tempo-Sensitive Music Search Engine With Multimodal Inputs

MIRUM, Scottsdale, Arizona, USA

YU YI, YINSHENG ZHOU, YE WANG

2011

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

ACM CHI, Vancouver, BC, Canada

YINSHENG ZHOU, GRAHAM PERCIVAL, XINXI WANG, YE WANG, SHENG DONG ZHAO

May 7 - 12, 2011

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

ACM Multimedia, Firenze, Italy

YINSHENG ZHOU, GRAHAM PERCIVAL, XINXI WANG, YE WANG, AND SHENG DONG ZHAO

October 25 - 29, 2010

MOGFUN: Musical mObile Group for FUN

ACM Multimedia, Beijing, China

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

October 19 - 24, 2009