Yinsheng **Zhou**

Big Data Practitioner, Data Leader · Certified Scrum Master

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Summary

Seasoned and accomplished big data practitioner and architect with a history of helping enterprises to realise their data R&D capabilities, while improving the companies' productivity and revenue. Adept in coaching data engineering team to consistently maximise 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, Data Technology
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 data products based on Alibaba group's and custom-built technology.
- Blend the agile methodology into the scrum teams and design and develop reusable software components to enhance the team's efficiency.
- Make data products more reliable and robust by setting up hot backup database, in-memory cache system, and alert systems.
- Strategize data 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 micro-services architecture and pipelines of the Behavior-Driven Rewards and Loyalty API SaaS product.
- Implemented several API micro-services in Node.js Express and the Admin Portal in React/Redux.
- Deployed a centralised logging environment(ELK, CloudWatch, S3) which gathers 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 Data Platform Developer
May, 2017 - Oct, 2018

- Implemented a data entry platform in Node.js Express and Angular.JS for parsing regional merchant documents.
- Analyzed the correlations between the data columns and sort out the data mapping mechanism and schema.
- Built data pipelines to migrate the data into the more structured data models in Data Warehouse.
- Designed and built D3.js widget to visualise and customise 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   *Singapore*
Advisory Software Engineer   *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 data 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, 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*

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