JunLin Zeng

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Education

University of Electronic Science and Technology of China (UESTC) **Sep. 2015 – Jun. 2018**
Master's in Electronic Communication and Engineering *Chengdu, Sichuan*

University of Electronic Science and Technology of China (UESTC) **Sep. 2010 – Jun. 2014**
Bachelor's in Information Management and Information Systems *Chengdu, Sichuan*

Professional Experience

Ping An Financial Technology Consulting Co., Ltd. **Sep. 2020 – Present**
Senior Algorithm Engineer *Pudong District, Shanghai, China*

- Algorithm Platform Development Responsible for the construction and enhancement of the company's core algorithm platform.
- End-to-end Model Implementation Oversaw the full process from business requirement communication to modeling implementation, ensuring seamless integration of algorithms into business operations.
- Product Research Actively participated in internal product research, providing expert insights and guidance for product enhancements.

Shanghai Youzu Information Technology Co., Ltd. **Jul. 2018 – Sep. 2020**
Senior Data Mining Engineer. *Xuhui District, Shanghai, China*

- User Profiling Engaged in user profiling tasks, delivering effective data mining products to multiple project teams.
- Publication Achievements Multiple findings were published in renowned conferences, including IEEE.

Project Experience

1. *Crius* Algorithm Platform | *Ping An Tech* | *Primary Developer* *Oct 2020 - Present*
Participated in the construction of Ping An Tech's one-stop big data analysis modeling platform, CRIUS, offering features such as visual modeling and interactive modeling tailored to various use cases. This allows users to process a wide range of data scales, and accomplish corresponding data analysis, machine learning, and deep learning tasks.
Responsibilities:

- Played a key role in designing and implementing the overall architecture of the product, including the frontend user interface and backend data processing modules.
- Contributed to multiple versions of the platform, including a private version ensuring data privacy and security by deploying on client servers, and a distributed version integrating with Spark and HiveServer2, significantly enhancing data processing and analysis efficiency.
- Supported user projects, including feature processing, to optimize target models.

Achievements:

- Developed a platform tailored for various specific business scenarios, ensuring product satisfaction across different client types. Oversaw product maintenance and updates, resolved user issues and enhanced user experience.
- The platform was extensively adopted within internal project groups and external companies.

2. Used Car Purchase Intention Prediction | *Ping An Tech*| *Lead Researcher* *May 2023 - Jul 2023*

- Collaborated with an automotive portal site to further filter the moderate and low-intent users identified by their existing model, aiming to improve conversion rates.
- Employed methods like GBDT and XGboost, leveraging a variety of features for model computation to obtain high-intent results, which were validated by the business side and subsequently targeted in promotional campaigns.

Responsibilities:

- *Feasibility Assessment*: Established project viability, chose appropriate data timeframes, and determined result delivery methods.
- *Feature Engineering*: Cleaned and standardized user data, selecting top-performing relevant features for modeling.
- *Model Training and Result Selection*: Chose suitable algorithms and features for training, then selected a precise audience segment for outreach based on the model's output.

Achievements:

- Achieved a model accuracy rate close to 80
- Contributed to an increase in the website's daily conversions by 300-400 users.

3. In-Game Player Churn Analysis | *Yoozoo Games* | *Project Lead, Lead Researcher* *Sep 2018 - Sep 2020*

- Utilized methods such as GBDT and XGboost to analyze and predict player churn behaviors within the game. The analyses were based on general player data like in-game login behaviors and payment behaviors. The predictions and annotations were used by the business team for timely user outreach and intervention.

Responsibilities:

- System Modeling: Established project viability, selected data timeframes, and determined how to present the results.
- Feature Engineering: Cleaned and standardized player data, selected the most relevant and high-performing features.
- Model Training and Optimization: Used appropriate algorithms for computation. Achieved a model accuracy rate of 95

Achievements:

- Achieved a model accuracy rate of 95
- Conducted research on player login stability and churn behaviors using cross-entropy. The related findings were accepted by conferences such as IEEE CoG.

4. User Portrait: Player's Payment Labeling | *Yoozoo Games* | *Lead Researcher* *Aug 2018 - Jun 2019*

- Used the Kmeans algorithm with dynamic parameter adjustments to classify players based on their payment behaviors within a certain cycle. Ensured timeliness and differentiated players' payment capabilities within an adequate time frame.

Responsibilities:

- Feature Engineering: Selected the most relevant and high-performing features, appropriate computation cycles; and was responsible for hyperparameter tuning.
- Model Training and Optimization: Optimized the model's data retrieval logic; improved the method of hyperparameter dynamic adjustment during training, which accelerated model convergence.

Achievements:

- The model was implemented in over 10 Yoozoo-launched projects (e.g., Game of Thrones - PC, etc.). Its applications included classifying and monitoring players based on various resources and dimensions, as well as targeted deployments.

5. Analysis of In-Game Social Ecosystem | *Yoozoo Games* | *Lead Researcher* *Jan 2019 - Jun 2019*

- Applied Social Network Analysis (SNA) algorithms like Louvain using in-game social data, such as alliance interactions, friend behaviors, mail exchanges, and attack actions to analyze the in-game social ecosystem.

Responsibilities:

- Feature Engineering: Cleaned and standardized various player data features.
- Model Analysis: Used parameters from the social network graph, such as closeness centrality and betweenness centrality, to discover KOL (Key Opinion Leader) players; evaluated the health level of game servers based on alliances as the fundamental units.

Achievements:

- The model was primarily used for "Game of Thrones - PC". It assisted operational colleagues in identifying KOL players and monitoring the health of the game ecosystem.

Technical Skills

Languages: Python, SQL
Machine Learning Algorithms: LR, GBDT, XGBOOST, Kmeans, Transformer, etc.
Container Technology: Docker

Personal Strengths

- Proficient in identifying and addressing issues.
- Meticulous with a strong attention to detail.
- Highly responsible and accountable.
- Effective in communication.