

Li Pei

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EDUCATION

- **Carnegie Mellon University** Pittsburgh, PA
Master of Electrical And Computer Engineering, GPA: 3.92/4.00
May 2016
- **Harbin Institute of Technology** Harbin, China
Bachelor of Science, Communication Engineering, GPA: 87.78/100
June 2014

SKILLS

- **Programming Language**: Working with Scala and Java, hands on coding in Bash, project experience in Go and C.
- **RTB Lifecycle**: Experienced in DSP building and maintenance. Familiar with Open RTB protocol and integration workflow. Knowledgeable about ID-Sync, audience targeting, etc.
- **Microservice Building**: Experienced in building microservice with Finagle, Zookeeper, Docker, Mesos, Nginx
- **Big Data ETL**: Real life work on data stream with Kafka. Experienced in ETL pipeline build with Scalding, Spark, Oozie, Sqoop. Familiar with big data storage like Hive/Impala, HDFS.
- **API Implementation**: Worked with both Play and Node.js. Relational database experience in MySQL and Postgre.
- **Agile Working**: Agile team experience including pair-coding, code review, test and validation in full lifecycle, etc.

EXPERIENCE

- **Tapad Inc.** New York, NY
Software Engineer
July 2016 - Present
 - **Demand Side Platform**:
 - ◊ Worked in a 3 people team building real-time bidding system with million level QPS and under 10 ms P99 latency.
 - ◊ Major contributor in Open RTB integration. Built Native ads serving process from scratch, the work included DB design, built request/serving mechanism and internal preview API.
 - ◊ Created debugger tool featuring MVEL to support multiple filter expressions like platform, user-agent, etc
 - **Audience ETL Platform**:
 - ◊ Worked in a 4 engineers team building an automated target audience ETL platform from ground.
 - ◊ Participated in pipeline and DB design. Paired with frontend engineer on API implementation with Typed.js.
 - ◊ Integrated with 2 major partners and customize upload client with status logging, error and flow control feature.
 - ◊ Featured docker compose to implement sbt integration test mechanism in one command.
 - **Tracked Event Streaming**:
 - ◊ Implemented a tracked event streaming pipeline across platform with Kafka.
 - ◊ Enriched internal API with thirdparty events mapping. Used Zookeeper for notifying consumer events pick up.
 - **Analytics Report Generator**:
 - ◊ Built pipeline for hourly thirdparty data import and summarization with Hadoop, Oozie and Sqoop.
 - ◊ Implemented report generator's coordination mechanism using Zookeeper for report loss recovery.
 - ◊ Dockerized existing report generation service and configured it for integration test.
 - **IP Look Up Service**:
 - ◊ Used Mesos and Finagle to move off-heap memory based IP lookup service out of bidding system.
 - ◊ Implemented client lazy evaluation and cache to minimize service queries and improve performance.
 - **Cross Screen Audience Experiment**:
 - ◊ Took full charge of whole ETL pipe-line design and implementation.
 - ◊ Extracted data from AWS S3 and HDFS, transformed data and generated a graph based cross screen target audience with Scalding. Implemented data upload mechanism to thirdparty platform.
 - ◊ Worked with PM and client on data analysis and validation with scalding.
- **EEme, LLC** Pittsburgh, PA
Software Engineer, Part-time Intern
Mar. 2016
 - **Analytics Frontend**:
 - ◊ Built an asynchronous file drag-drop upload feature with Ruby on Rails and deployed on Heroku. The feature included drag-drop, file validation, request to analytics engine and display analytic response in UI.