

Yun Li (李昀)

Senior Software Engineer at Google, muziriyun@gmail.com, last updated in Feb, 2020

Experience

- **Google**

Senior Software Engineer

Oct 2014 - Present

Significant Project Accomplishments

- **Google Ads Frontend**

Tech Lead

Nov 2015 - Present

- The Google Ads Frontend (formerly Google AdWords) is a tool that helps advertiser reaching customers on Google ad network with their ads.
- I'm the tech lead of display campaign construction team, responsible for display campaign management UI. In the past 4 years we launched numerous features include:
 - **New Google Ads Frontend:** We rewrote the whole Google Ads Frontend by AngularDart, we are responsible for the display campaign part.
 - **Smart Display Campaign:** For display customers, adding the right targeting criteria is the most time-consuming and error prone operations. To simplify the targeting work, we introduced Smart Display campaigns which use automated bidding and targeting to optimize the campaign performance automatically.
 - **Reach Widget:** The reach and performance widget is a decision support tool that provides a running story about a campaign's targeting reach and expected weekly performance. The tool provides a simple way for advertisers to see the impact of their actions prior to the campaign running, potentially leading for better formed campaigns that need less reconfiguration.

- **Related Technology:** Angular, Dart, Java

- **DoubleClick for Publishers Sales Management**

Engineer

Oct 2014 - Nov 2015

- DoubleClick for Publishers is an advertisement service which help publishers to manage their ad inventory, we are responsible for sales management system which providing workflow efficiency over the entire range of the publishers business.
 - I delivered various features include native ads support, gross rate pricing model.
 - **Related Technology:** Guice, GWT, Java
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Awards

ACM International Collegiate Programming Contest

- **Won 5 Gold Medals during my college life**

The ACM-ICPC Asia Regional Contest Jinhua Site 2012

Gold Medal (2nd place)

The ACM-ICPC Asia Regional Contest Chengdu Site 2011

Gold Medal (2nd place)

Education

- **University of Electronic Science and Technology of China**

Bachelor of communication engineering

Jul 2010 - Jun 2014

- Recommended student for admission without attend China national higher education entrance examination