

PHUONG DO, PhD

Technical Leader – Expert in Big Data, AI & ML
Architect

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SUMMARY

- Senior full stack engineer, expert in Bigdata, AI & ML applications, and pursue a research-oriented career in computer science.
- 6 years' experience in full development life cycle of software applications
- More than 3 years of experience as a Development Manager
- Experience in project management using modern methodology as Agile/Scrum
- More than 4 years' experience in Machine Learning, AI Modeling
- Lead the process of designing and building end-to-end ML pipeline and Bigdata Processing
- Coordinate and manage code releases and shared APIs with other IT groups
- Other responsibilities included Data modeling, Code Reviews, Technical Design, Mentoring, and training.
- Tutor full time researchers/ internship with various projects
- Develop and maintain relationships with key universities and institutes to expand technology portfolio and jointly pursue public funding opportunities
- Effectively managed resources for IT projects with a team size of 5-10 employees,
- Experience in hiring and building a team of data scientists and research engineers

EXPERIENCE

VCCORP, Hanoi, Vietnam — *Technical leader*

October 2011 - Present

Real-time bidding (RTB) for display advertising.

- Leader of ad scheduler structure and algorithms
- Build machine learning pipeline models for RBT 2.4 problems
- Experience in GPUs development and parallel processing
- Bidding Strategy for RBT 2.4 (CTR prediction, Image Content Recognition for Ads Network)
- CPA Optimization Modeling

Programmatic buying DSP-SSP:

Develop Demand-side platform (DSP) and (Sell-side platform (SSP) for ad exchange between Admicro and other ad networks (Google Double-Click and Geniee Ads Inc.)

- Build DSP and SSP platform
- Implement bidding strategy for DSP.

Ad Scheduler: Optimization of CTR, eCPM and KPI for Ad Market

- Leader of ad scheduler structure and algorithms
- Building ad delivery in the ad network

SKILL SUMMARY

Development Lead

Architecture design, Project management

Jira, Redmine

SCRUM, Agile

Machine Learning, Deep Learning

Artificial Intelligence

Bigdata Processing, Data Analytics

Backend Development

Java EE, Spring Boot,

Golang, Python

Database

NoSQL, MySQL, SQLite

Hadoop, Cassandra

Redis, MongoDB

ElasticSearch

ETH, IOTA, IPFS

EDUCATION

University of Montpellier

PhD Bioinformatics

Posts and Telecommunications Institute of Technology

B.E Information Technology

- Build real-time computing ads statics for real-time ad scheduler

Project: Ad Representation

- Trending of Ads
- Ad Raking and Ads Similarity
- Smart Tag and Keyword Extraction

Project: User Profile Understanding System:

- User Targeting and retargeting
- User Behavior modeling (FFM model)
- User Content Consumption (User Graph representation)

Nrenj Technology, Hanoi, Vietnam — *Research Programmer*

October 2007 - October 2009

Develop .NET software & Advertising Algorithm

SEO Campaign Management.

- Using the API to send and receive data from Google, Yahoo
- MPT algorithm for optimization online advertising
- Google Sync data using WCF
- Building Desktop interface as adCenter Desktop using WPF

Metrixa Search Conversion Tracker Module

- Building user logging behavior
- Setup java scrip and weblog server

ACHIEVEMENTS

- Special Award VCC contest with data storage distributed and data processing distributed combined with optimization algorithm using in online advertising. The prices for all team received are 80.000.000 VND
- Got the First scorer in University Entrance Exams PTIT (29/30 score: Math 9.75, Physics: 9.75, Chemistry: 9.25).
- Third Prize in Mathematics in the Competition for Excellent Students, organized by Hung Yen people' committee, Vietnam, 2004

PUBLICATIONS

- Phuong Do Viet, Tu Minh Phuong "A Keyword-Topic Model for Contextual Advertising", Proceeding SolCT '12 Proceedings of the Third Symposium on Information and Communication Technology Pages 63-70. doi>10.1145/2350716.2350728
- Phuong Do Viet, Tu Minh Phuong "Gender prediction using browsing history" The Fifth International Conference on Knowledge and Systems Engineering (KSE 2013).