ZUN LI

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EDUCATION

Shanghai Jiao Tong University   *Sept. 2014 - June 2018*
B.S.E. in Computer Science (IEEE Honored Class) Overall GPA: 3.71/4.00 (88.55/100)

INTERESTED AREAS

- Computational Economics, *e.g.*, Algorithmic Game Theory, Information Design, Network Economics.
- Artificial Intelligence, *e.g.* Multiagent Systems, Machine Learning, Electronic Commerce.
- Applications, *e.g.* Ad Auctions, Recommender Systems, Data Pricing.

PUBLICATIONS

[1] **Zun Li** (Oral), Zhenzhe Zheng, Fan Wu, Guihai Chen, "On Designing Optimal Data Purchasing Strategies for Online Ad Auctions", *In Proceedings of International Conference on Autonomous Agents and Multiagent Systems (AAMAS)*, Stockholm, July 11-13, 2018.

[2] Zhenzhe Zheng, **Zun Li**, Fan Wu, Guihai Chen, "Capitalize Your Data: On Designing Optimal Selling Strategies for Sensory Data", submitted to *INFOCOM 2018*.

RESEARCH EXPERIENCE

Online Allocation for Mobile In-App Advertising   *Mar. 2017 - Present*
Researcher Assistant at Advanced Network Lab, SJTU   *Advisor: Prof. Fan Wu*

· Considering slot allocation for mobile ads from both online learning and online auction approaches

A Top-K Ranking Based Collaborative Filtering Algorithm   *June 2017 - July 2017*
Research Intern at Qing Zhao Group, Cornell University   *Advisor: Prof. Qing Zhao*

· Proposed a new CF algorithm where each observed rating was assigned a score for Top-K ranking

Economic Techniques for Data Pricing   *Feb. 2017 - Aug. 2017*
Researcher Assistant at Advanced Network Lab, SJTU   *Advisor: Prof. Fan Wu*

· Derived optimal trading strategies for data vendors who are allowed to price data by deploying economic techniques such as demonstration, free sampling, and versioning

Data Acquisition for Ad Auctions   *Oct. 2016 - Feb. 2017*
Researcher Assistant at Advanced Network Lab, SJTU   *Advisor: Prof. Fan Wu*

· Proved properties of the equilibrium for agents with acquisition cost in ad auction
· Accepted as a full paper by AAMAS 2018

HONOR & REWARDS

SJTU Excellence Undergraduate	*2018*
AAMAS Student Travel Scholarship	*2018*
Meritorious Winner (Top **15%** Worldwide), Interdisciplinary Contest in Modeling	*2016*
First Class Prize (Top **2%** Provincial Level), National Undergraduate Physics Contest	*2015*
Eleme Corporation Scholarship (Top **10%**)	*2016-2017*
Litiantangren Corporation Scholarship (Top **10%**)	*2015-2016*
SJTU Academic Excellence Scholarship Class-B (Top **10%**)	*2016-2017, 2015-2016*

TECHNICAL SKILLS

Programming Languages	Python, C++, Java, PHP, HTML/CSS, SQL, Verilog
Tools	MATLAB, Mathematica, TensorFlow, Git, LaTeX, Gnuplot, XAMPP