ZUN LI

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EDUCATION

Shanghai Jiao Tong University, China *Sept. 2014- June 2018 (expected)*
B.S. in Computer Science & Engineering, IEEE Honored Class
Overall GPA: 3.70/4.0 (88.26/100)

INTERESTED AREAS

- Network Economics, *e.g.*, Algorithmic Game Theory, Auction Theory, Data Marketing, Computational Advertising.
- Recommender Systems, *e.g.*, Collaborative Filtering Algorithms, Learning-to-Rank techniques.

PUBLICATIONS

[1] **Zun Li**, Zhenzhe Zheng, Fan Wu, Guihai Chen, "Data Purchasing Strategy Design for Online Ad Auction", preparing and will be submitted to *Proc. ACM AAAI, 2018*

[2] Zhenzhe Zheng, **Zun Li**, Fan Wu, Guihai Chen, "Optimal Trading Strategy", submitted to *Proc. ACM INFOCOM, 2018*

[3] **Zun Li**, Hongjiang Lv, Zhenzhe Zheng, Fan Wu, Guihai Chen, "How to Buy Data? A Data Purchasing Policy Design for Data Markets", preparing and will be submitted to *Proc. ACM AAAI, 2018*

EXPERIENCE

A Top-K Ranking Based Recommender System *June 2017 - Present*
Advisor: Prof. Qing Zhao *Qing Zhao Group, Cornell University*

- Researched issues regarding recommender system, including classical collaborative filtering algorithms, and machine learning techniques such as matrix factorization and Learning-to-Rank.
- Designed a new metric which focuses more on the accuracy of ranking of Top-K items while ignoring the rest.
- Designed a new way of finding similar neighbors for each users based on the new metric.
- Worked out a new CF algorithm where each observed rating is assigned a score based on which rank aggregation among neighbors is conducted.
- Implemented the designed new algorithm and obtain about 10% gain against state-of-art algorithms on a real dataset.
- Provided theoretical bound for the designed algorithm.

Research on Data Market *August 2016 - Present*
Advisor: Prof. Fan Wu *Advanced Network Lab, SJTU*

- Researched on related issue of data marketing, and studied related mathematical techniques such as game theory and auction theory.
- Theoretically model advertisers' data purchasing behavior in an online ad auction as Bayesian Learning Process and derive the optimal purchasing strategy.
- For a more general class of consumers, designed their data purchasing strategy based on Reinforcement Learning Techniques.

· Purposed a new data market system model where data vendor is allowed to free sample and versionlize data. Theoretically derive the optimal trading strategy on vendor's perspective.

SELECTED PROJECT

Xpo: An Online Campus Second-hand Market Trading System *March 2016 - June 2016*
Team Member *SE Course Project, EI333*

· Conducted all the business process for a software engineering project, including the documents completion and software production.
· Worked out an Android campus second-hand trading platform APP, where functions like selling, purchasing, commenting and communication among users are implemented.

PROFESSIONAL ACTIVITIES

Extended Reviewer for IEEE Transactions on Wireless Communications (TWC) and IWQoS 2017.

HONOR & REWARDS

Meritorious Winner, Mathematical Contest in Modeling	*2016*
1st Class Prize, China Undergraduate Physics Contest	*2015*
Litiantangren Corporation Scholarship	*2015-2016*
SJTU Academic Excellence Scholarship Class-B (Top 10%)	*2015-2016*
SJTU Academic Excellence Scholarship Class-C (Top 20%)	*2014-2015*

LANGUAGE SKILLS

GRE: 156+167+4.0
TOEFL: 99(S22) (Still working on it)
CET-6: 611

TECHNICAL SKILLS

Programming Languages	Python, C++, MATLAB, Java, PHP, HTTP/CSS.
Tools	MATLAB, Mathematica, MySQL, LaTeX.