

# ZUN LI

◇ Mobile: 1-734-834-3870 ◇ Email: lizun@umich.edu

## EDUCATION

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**University of Michigan, Ann Arbor**  
Ph.D. in Computer Science and Engineering

*Sept. 2018 - Now*

**Shanghai Jiao Tong University**  
B.S.E. in Computer Science (IEEE Honored Class)

*Sept. 2014 - June 2018*

## INTERESTED AREAS

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- 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

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[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

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**Online Allocation for Mobile In-App Advertising**  
*Researcher Assistant at Advanced Network Lab, SJTU*

*Mar. 2018 - Present*  
*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**  
*Research Intern at Qing Zhao Group, Cornell University*

*June 2017 - July 2017*  
*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**  
*Researcher Assistant at Advanced Network Lab, SJTU*

*Feb. 2017 - Aug. 2017*  
*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**  
*Researcher Assistant at Advanced Network Lab, SJTU*

*Oct. 2016 - Feb. 2017*  
*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

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

## TECHNICAL SKILLS

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**Programming Languages**  
**Tools**

Python, C++, Java, PHP, HTML/CSS, SQL, Verilog  
MATLAB, Mathematica, TensorFlow, Git,  $\text{\LaTeX}$ , Gnuplot, XAMPP