

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

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

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
Tools**

Python, C++, Java, PHP, HTML/CSS, SQL, Verilog
MATLAB, Mathematica, TensorFlow, Git, L^AT_EX, Gnuplot, XAMPP