Peng Yu

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Summary Statement

Experienced in using machine learning to solve problems. Familiar with cross-functionally teams

Experience

Big Data Lab, Lenovo Staff Researcher, 2014.12-Present

* Working in user profiling project for over all Lenovo mobile user. Able to deliver beta version within one month since I joined.

* Leading project on Lenovo Game Store app recommendation.

* Leading project on user activity prediction.Using SGD algorithms and logistic regression/ GBDT models.

* Collaborating with different ad platform partners for monetization in mobile user.

Noah's Ark Lab, HUAWEI Research Assistant, 2013.06-2014.12

* Doing app ranking using python and hive with data from HUAWEIs app market.

* Cooperate with and support other researchers in projects of data crawling and human computer interaction.

* Contribute a English Segmentation tool and hosted on github(stammer).

* Published one poster paper in WWW2014, issued one patent in China, both are related to mobile app recommendation.

* Work on joint projects of HUAWEI and China Merchants Bank, using face verification techniques to do fraud detection.

CUHK, Financial Department Student Helper, 2013.02-2013.05

* Involved with two financial related projects to analysis historical and state of art market data and discover new patterns in market.

* Write python and perl programs to analysis 20G+ raw data.

Sohu.inc. Beijing, China Web developer, 2012.02-2012.07

* Worked full time in mobile team and did back-end programming.

* In charge of and lead a small team building user system for SOHU mobile user

* Took part in building a brand new SOHU mobile website and delivered before leaving.

42qu.com, Beijing, China Entrepreneur, 2011.02-2012.02

* Cofounded 42qu.com and 42qu is a programmers social network, we focus on IT guys, startups and people recruit.

* 42qu.com got China Mode 2011 most innovation project prize.

* In charge of operation team. Planning online activity, making reports of the website and doing documentation research with constructive and half constructive interview.

Education

Chinese University of Hong Kong Msc 2012.09-2013.10

* Major in Information Engineering and my interests are e-learning and cognitive learning theory.

* Achieved all A in courses like social media analysis, data mining and etc.

* Course project Predict stock market by gossip from twitter received the highest score in class.

* Two projects I joined got publication accepted in GCCCE 2013. Both of them are cognitive and e-learning related.

University of Electronic Science and Technology of China Bachelor 2007.09-2011,06

* Major in Information Management and Information System.
* Took part in many activities like Red Cross as Volunteer leader, Google China social innovation cup which gets me a prize from Google.
* Published a paper about education and management in school journal.

Publications

* "App Mining: Finding the Real Value of Mobile Applications", WWW2014 (poster): *Peng Yu*,Ching-man Au Yeung.

* "Female Engineering Students Beliefs and Participation in Online Learning Community: A Longitudinal Social Network Analysis", GCCCE2013, Jie Huang, *Peng Yu*,Rosanna Yuen-Yan Chan, Silu Li.

* "Gender differences in collaborative learning over online social networks: Epistemological beliefs and behaviors", KM&EL, Rosanna Y-Y Chan, Jie Huang, Diane Hui, Silu Li, *Peng Yu*, 2013/7/10.

* "Students' Epistemic Cognition in Online Social Networks", GCCCE2013, Li Silu, Chan Rosanna Yuen-Yan, Jong Morris S.Y., Huang Jie, *Yu Peng*.

Skills

* Python Programming(web application, server operation scripts, scientific programming)
* Hive, Hadoop, Spark
* Experience in open source contribution.
* Online & Offline community operation.
* Mysql, redis, linux.