

Effy Feng

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OBJECTIVE

Seeking a full-time software engineer position.

EDUCATION

University of Texas at Dallas, USA

August 2016 - August 2018

Master of Science in Computer Science

GPA 3.72 / 4.0

QingDao University of Technology, China

Bachelor of Civil Engineering

GPA 3.5 / 4.0

WORK EXPERIENCE

2017.05 – 2017.08 Software Engineer Intern

Wanda Group (China)

Worked in a team to design and deploy a fast-pass, cell phone message-verification based registration system.

- Designed and developed the backend service using **SpringBoot** and **SpringMVC**, implemented Restful APIs to send/receive/modify verification messages.
- Implemented the synchronization framework, integrated with partners' APIs to ensure consistency of new consumers' data with the existing database.
- Utilized **MySQL** as the data storage, designed the data models and provided efficient data manipulations through **Mybatis**.
- Built the caching mechanism for user data using **Redis** to improve response time.

2013.06 – 2016.07 Project Engineer (Construction Control)

Walt Disney Imagineer (China)

PROJECTS

GitHub: <https://github.com/EffyF>

Around: a Geo-index and Image Recognition based Social Network

- Built a scalable web service in **Go** to handle posts and deployed to **Google Cloud** (GAE flex) for better scaling.
- Utilized **ElasticSearch** (GCE) to provide geo-location based search functions such that users can search nearby posts within a distance (e.g. 200km).
- Used Google Dataflow to implement a daily dump of posts to **BigQuery** table for offline analysis.
- Aggregated the data at the post level and user level to improve the keyword based spam detection (BigQuery).
- Used Google Cloud ML API and **Tensorflow** to train a face detection model and integrate with the Go service.

Ticket+: Java Web Service Development – Event Search and Ticket Recommendation

Developed a full-stack web service aiming to use personalization to improve users' experience for event searching and recommendation based on geo location, visit history and favorite record.

Back End:

- Developed a web service using **Java servlets** with **RESTful** APIs to fetch event data from TicketMaster API.
- Designed the data model and utilized **MySQL/MongoDB** to store user preference and event information.
- Designed and developed a collaborative filtering and sorting algorithm to match similar events based on categories, make event recommendation to consumers.
- Deployed the application to **Amazon EC2** for better performance, and tested the web service and app with unit tests(**JUnit**) and load tests(**JMeter**) to ensure the correctness and robustness of the service, guaranteed a capability of 150 qps.

Front End:

- Developed an interactive web page utilizing **AJAX** technology (**HTML**, **CSS** and **JavaScript**), for users to search event, update preference and view recommended event.

User Behavior Analysis

Used ELK to target mobile users on the basis of demographics, location, behavior, device and service provider.

- Built a search engine using **ElasticSearch** to collect and store user session data and process raw information before further analysis.
- Used **Timelion** timeline to identify peak seasons and periods for resource usages (weekends, holidays etc.).
- Utilized GeoIp in **Kibana** to analyze the geographic distribution of new customers and returning users.
- Designed a **MapReduce** program in **MongoDB** to aggregate time series data and predict peak seasons.

Android App Firelook: LBS based App for Tourists and Local Residents

- Developed an **Android** App for users to post events and search nearby events based on keyword tags.
- Integrated **Google Map** API to display the nearby hot events and navigate to the event.
- Used **Google Firebase** to store and manage UGC including comments, images, descriptions, title, geolocations.
- Used in-app advertising (**Google AdMob**) to display Google advertisers and keep users engaged.

REFERENCE

- Professor **Haim Schweitzer** at Computer Science Department at The University of Texas at Dallas
Contact: (972) 883-2238 (office) haim@utdallas.edu.
- Senior Software Engineer **Terrence Xu** at PingAn Group (China) (Intern Mentor)
Contact: 86-134 8255 8640 xuliming605@pingan.com.cn