PETER ZHANG

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Self-Introduction: I'm a Ph.D. student at UConn, specializing in the application of GenAI and LLMs in drug discovery. With a solid strong academic background and two years of experience at Kuaishou, where I was responsible for developing e-commerce and search engine marketing systems with a daily budget exceeding \$1M. I bring a wealth of knowledge in engineering, big data applications, ML strategies, and algorithm iterations.

🞓 Education

University of Connecticut, Connecticut, U.S.	2024 – 2027(expect)
<i>Ph.D.</i> in Computer Science (CS)	
Worcester Polytechnic Institute, Massachusetts, U.S.	2023 - 2024
<i>Ph.D.</i> in Computer Science (CS)	
Rutgers University, New Jersey, U.S.	2019 - 2021
M.S. in Computer Science (CS)	
University of Science and Technology of China (USTC), Anhui, Ch	ina 2015 – 2019
B.E. in Computer Science (CS)	

INDUSTRIAL EXPERIENCE

Kuaishou Technology Co., Ltd

Jul. 2021 – May 2023

Machine Learning Engineer Role: Developing Search Engine and E-commerce Marketing System

- **Real-time API Bidding System**: Designed and developed a purchasing intention model for e-commerce marketing system using **Tensorflow**, boosting e-commerce ROI by 15%.
- Audience Targeting Shift: Established a series of dashboards for the new advertising audience, analyzed the reasons for the decline in new users magnitude by sklearn in Python, resulting in a 50% increase in Daily New Users without raising Customer Acquisition Cost.
- Low-Quality Data Filtering: Collaborated with media partners to accurately filter cheating traffic, boosting training data for landing page models by 40%. The AUC of the landing page CTR prediction model increased by 2%, and the landing page conversion rate improved by 2.8%.
- Low-Quality Data Filtering: Partnered with media vendors to accurately filter fraudulent traffic, enhancing training data for landing page models by 40%. The AUC of the landing page CTR prediction model increased by 2%, and the landing page conversion rate improved by 2.8%.
- **DID Analysis Framework**: Developed a product improvement evaluation framework using **Jupyter** based on Difference-in-Difference (DID) analysis. This framework enabled us assess the effectiveness of over 50 experiments, including those including those beyond the scope of traditional A/B testing.

PROJECTS EXPERIENCE

- **Reviewing Diffusion models**: Analyzed performance metrics of over 100 diffusion models for molecular generation, contributing to advanced biomedical applications.
- Text Generation with GANs: Hosted a research project that used GANs in a Seq2Seq manner to generate text from audio features extracted by WaveNet. (USTC) 2018.02–2020.02
- Negatively Correlated Search: Contributed to research improving Negatively Correlated Search for realparameter optimization, resulting in a published article. (USTC) 2017.05–2018.06

📽 Skills

• Platform: Hive SQL, Hadoop, Redis, Kafka, Flask, Spark, MongoDB

[•] Programming Languages: Python, Java, Shell, Matlab, C/C++,

[•] AI: Tensorflow, Pytorch, Keras, OpenCV, Scikit-learn