

## **Self-assessment**

has good cross-team communication and coordination ability; strong self-driving ability, good at promoting business development; strong learning ability, can quickly learn new business and new technology; like running, and a fan of pulling loose; Like to read, about 2 books a month.

## **Educational experience**

Nanjing University of Technology    Electronic Information Engineering

## **Work Experience**

### **Alibaba-Tmall-Import Technology Department (July 2019 ~ present)**

Tmall Luxury Products Tmall Luxury Channel Business System Construction Responsible for Tmall Luxury Channel. Complete the iteration of channels 3.0 to 6.0.

- 1) Add dozens of various marketing activity modules such as "Guess You Like It", including: lists, trends, categories, brand walls, etc. Continue to strengthen toC's mind;
  - 2) Build a "task/benefits system" to promote return visits, focusing on the supply of luxury goods rights;
  - 3) According to the characteristics of the population, increase the interaction of the cloud luxury city with industry characteristics; Brand commercialization;
  - 4) For event hotspots and accessibility, increase major events, new trends, content communities, etc.;
  - 5) Continue to carry out ABtest and iteration of various modules to improve channel CTR, playback, DAU and other indicators . Build a commercialized retention interaction framework.
- 1) Create a horizontal and universal front-end interaction for brand marketing. While meeting the retention needs of various fields, a set of horizontally reusable retention and interaction frameworks have been precipitated. toC enhances user retention, and toB enhances merchant participation;
  - 2) During the project, it will coordinate with multiple technologies, business products, and vision as the first serial rights system (Lafite), task system (Pentaprism), and points system (half 2) business, and horizontally applied to other channels such as Tmall new products and Tmall U products;

3) The peak UV reached 100w+, and the return visits the next day increased from 12.68% to 70.18% during the event; practice. Standardized upgrade of Tmall luxury channel 1) The technology stack of 4 business domains (LP, Discount, TLS, Charm Hui) is not unified; 2) The old container layer cannot quickly respond to business demands; 3) Tao inner container user experience Poor;

4) Taowai requires multi-end delivery. Based on the above reasons, I formulate plans and promote standardization upgrades. Involves module standardization and container standardization.

Module standardization includes: 1) Complete Rax upgrades for dozens of modules and remove Weex dependencies; 2) Standardize transformation of two old business containers, involving: light application metadata migration, new container replacement, etc.; writing H5 bottom tabs Switch pages; 3) Complete the construction and migration of the 5 channel pages in the LP, and promote the establishment of a luxury component library. Standardization of containers includes:

1) PHA scheme for Tao inner container; 2) Multi-port program scheme for outer container.

Amoy Containers PHA scheme The main work includes:

- 1) Multi-team focus. Learn about the trend of containers in the shopping mall with the students of Zitao Framework; learn about the PHA access with the small black box and the auction industry. Get to know the light application container with Tmall industry and get access to the first batch of internal testing; and learn about the scene rendering scheme with Banyan plug-ins;
- 2) Compare the small black box scheme to produce a better luxury PHA scheme 3) Migrate the LP Tao inner container to the PHA light application through the luxury PHA solution, weaving platform, etc.

The main work of the Taowai container multi-terminal applet program includes:

- 1) Taowai container selection, using applet to support cross-end; 2) In Taotao and Alipay, take the lead in practicing compilation, source code, and runtime 3 A variety of multi-terminal solutions, rapid trial and error during the period, comprehensive cost, and draw a conclusion that is more suitable for runtime; 3) Accumulate a lot of experience in stepping on the pit and practice the construction of the framework. Precipitate multi-port compatible components and runtime containers. Solve small program performance bottlenecks. SSR technology optimization Compared with the CSR solution and the SSR solution under the Tianma building system, using SSR to optimize the rendering time of the first screen. Mainly include:

1) Write a node function application to undertake server-side rendering; 2) Create a new SSR-supported source page; 3) Module migration, involving more style and syntax conversion, and node-side environment compatibility. After the renovation, with the help of CDN acceleration, the white screen time (FP/FCP) increased from 1400ms to 376ms. Interactive innovation focuses on the characteristics of luxury products, and has implemented some new interactive projects for luxury products, including: AR mini-program

- 1) Determine the technology selection, consider the performance of native components, and select mini-programs;
- 2) Interact with mini-program platforms and service markets. Students have focused on many times, and choose to develop in the form of small tools according to the delivery scenario and business type; compared with the "template + instantiation" and "single application" forms, considering the development cost and business demands, choose the "single application" form.
- 3) Connect ISV & merchants and Taobao clients in series to manage merchant models. Consider development costs, ensure business online, and configure the front-end collapsing model. And assist in the debugging of the Taobao client;
- 4) Complete the front-end interaction of the small program.

Interactive City

- 1) Refine the "commercialized retention interaction framework", as a catch-up for the interactive city's return visit;
- 2) Organize a meeting, determine the animation implementation plan, clarify the boundaries of the division of art and development, investigate the 2D/3D engine inside and outside the group, and decide on 2D. Mainly based on Lottie, with some Eva logic; 3D based on Oasis/Mars;
- 3) Realize atmosphere animation, particle special effects, and be configurable;

4) Aggregate display AR and 3D gameplay. Considering the exclusive commercialization feature, the game entry and floor static map can be configured; 5) Solve performance problems. The analysis module depends on resources and splits the visual hierarchy; the first screen loading is optimized; the static floor display is optimized; the low-end models are downgraded.

NFT Showroom

The limited-release "digital collection" of Tmall Luxury is released at the same time as the brand's "physical new product". The new method is an industry first. As of 520, a total of 5 NFT events have been released. The exhibition halls of two types of motion effects can be configured and generated, and combined with art resources to meet different festival atmospheres.

- 1) The exhibition hall with horizontal infinite sliding loop;
- 2) The multi-level exhibition hall with 2.5D dynamic effect.

Cooperative traffic exploration

As a channel mainly based on shopping, luxury goods also need to enrich the traffic supply and expand the

interoperability of other terminals/merchants/channels. Luxury Gifts 1) Complete the channel gift-giving plan customization function, and precipitate animation components; 2) Cooperate with Alipay 520 transfer activity page in the form of iframe to achieve the conversion of millions of UV, millions of GMV, and 2W customer unit price, verification The feasibility of luxury goods and gift-giving scenarios. Guess young people's interactive undertaking (AR/3D unified undertaking) Luxury goods' first attempt at "AR + wearables" achieved good business results; this time, it has in-depth cooperation with Guess to undertake handcraft in the form of AR/3D mini-programs Guess the card. Achieving the effect of DAU 10w. 1) Unify the native applets for AR shoe test, AR try-on, and AR beauty makeup, and unify front-end interaction; 2) Introduce H5 product 3D components; 3) Write similar recommendation modules to compare multiple end-to-end solutions to make them at the same time Support H5 and native applet; 4) Open up different types of data circle products. Channel commercialization Use merchants to invest budgets and private domain traffic, and use the interactive form acceptable to merchants and the operation incentive mechanism to double-calculate traffic to facilitate the intercommunication between merchants and channel consumers; or use other channels in Taobao to divert traffic. In the form of a channel header tab, you can switch business pages and cast externally. 1) Integrate the characteristics of Qianfan merchant platform, Yixiu ABTest platform, PHA light application and other platforms or technical solutions, and abstract the capabilities that channel commercialization needs to have, namely: "merchant building capabilities", "hand Taozhuan chain" capability", "commercialized navigation capability", "one-to-many redirection capability of active page tabs", "parameter transparent transmission capability of the overall link"; There are three types of redirection schemes: fixed investment configuration of recipe parameters, wormhole redirection. And develop a redirected source code page; 3) Compare the traffic conversion inside and outside Taotao, and think about the subsequent traffic construction. Taonei Traffic Incentive 1) After several iterations, cooperation with other channels, first page drainage, etc., the equity center has gradually increased the equity DAU; 2) Using business rules, it cooperates with the Taoqing application position, through " The "equity-task" mechanism guides return visits to Taobao's second floor, thereby increasing the flow of first-guessing incentives and doubling the channel DAU. Charm benefit Android client Optimize local dependency library Optimize Android project engineering, realize local aar upload, remote coordinate dependency. Optimize APK package size Through code, .so file optimization,

resource file optimization/compression, packaging plug-in optimization, etc., the size of the APK package of Meihui is reduced from 64.5M to 47.7MB, a decrease of 26%. Optimize the startup speed of the APP, sort out various initialization frameworks, reduce the APP first screen time from 2456ms to 1047ms, and increase the white screen startup speed by 57.4% by initializing and moving backwards asynchronously. Access to the live broadcast mini-program SDK 1) Involves a lot of Taoist family members Bucket SDK access; 2) Deal with the special problems of two-party login under the three-party account system. Access to Flutter to improve Native development efficiency 1) Complete the Flutter project configuration, local module development, and remote continuous integration configuration of the Flutter module; 2) Complete the framework for Flutter and Android Native code calls and page jumps; develop Flutter business modules .

### **Hangzhou NetEase Network Co., Ltd. (May 2018 ~ July 2019)**

NetEase Koala is responsible for some business modules of Kaola, including: comments, sharing, push, gift cards, wallets, and participation in cashier business;

- 1 ) has carried out a large-scale code refactoring of the commenting and sharing business modules. In some complex business scenarios, the bloated code becomes easier to maintain;
- 2) In the wallet project, it is responsible for the preliminary requirements review, technical review, task assignment of various business lines of Android, as well as the background of Koala Financial, The multi-party coordination, organization and closed development and joint debugging of the Netebao SDK;
- 3) Access and promote Kotlin, RxJava2, and promote business code to be more elegant and easy to maintain;
- 4) Promote MVP, MVVM and Android Architecture Components business code patterns .

Weex trading-related businesses actively participate in the Weex project, including the Weex-based revision of the cashier. Among the leading wallet projects, some suitable pages use Weex and output common functional components. Participate in dynamic projects Responsible for Weex SDK upgrades, Flutter pre-research, and summarizing dynamic solutions suitable for different scenarios. Resource caching framework Cache the image resources of the Weex activity page to effectively improve the user experience of the Weex page. The general

framework includes resource download, decompression, mapping relationship establishment, and expiration deletion.

Weex resources are used as an application scenario on top of the caching framework. Sliding component exposure framework

- 1) In the page containing the sliding component, it is necessary to count the content that the user may watch. Therefore, it is necessary to expose the sliding page and provide a more friendly access method for the business side;
- 2) The exposure framework includes most of the sliding components, including: RecyclerView, ListView, ScrollView, HorizontalScrollView, and ViewPager. In addition, the rules of exposure data are abstractly defined, which are specifically assembled by the business layer. During the page sliding process or after page jumping, the data is written into the Dot SDK according to the visible proportion and the exposure time on the screen;
- 3) The key implementation is to support different sliding components and achieve a unified interface, Simple to use, elegant to implement, to ensure accurate and measurable dot results.

Koala Sharing SDK

- 1) Koala's previous sharing modules and business were mixed together, and there was no unified packaged SDK. In addition, the sharing function is particularly important in the Koala distribution app, which requires the splitting of sharing modules, the output and reuse of basic sharing capabilities;
- 2) The entire sharing business is divided into H5 and Native in terms of sources; visually divided into Multi-channel pop-up sharing and single-channel direct calling, functionally divided into basic functions (WeChat, QQ, Weibo, Yixin, Alipay) and business functions (product QR code, long map, copy link, poster, etc.);
- 3) Sharing SDK is divided into two parts: sharing ability of basic functions; registration and bridging of business functions.

### **Hangzhou Youzan Technology Co., Ltd. (from 2015 to May 2018)**

Youzan Retail is responsible for the transaction module

- 1) Familiar with orders and billing-related businesses, and precipitates order-related public components;

2) Explore the offline billing synchronization mechanism to achieve Perform cash billing when there is no network, and synchronize data when there is a network.

Optimize project structure and construction speed

1) According to the characteristics of Youzan Retail including Pad and Phone versions, optimize the project structure to achieve basic business code sharing and UI differentiation;

2) Introduce Android Gradle Plugin 3.0, from the details Improve the construction speed;

3) Support the parametric construction of "basic module + a development module", shortening the original 8-minute construction to 2 minutes; Precipitate the Common basic module, provide it for the use of shell projects, and convert the construction of daily development The speed is further increased to the level of 10s+. Youzan Network SDK

1) Encapsulates Retrofit and provides it to Youzan Retail, Youzan Cashier, and Youzan Business;

2) Establishes a reporting mechanism when the network interface is wrong, and reports the wrong interface request to the Bugly platform ;

Combined with LruCache, it provides interface data caching function. Dual-screen device SDK

1) Dual-screen devices, as hardware mainly sold to merchants, are sold in Youzan Retail and Youzan Cashier. Some basic methods are abstracted in the SDK, such as sending QR codes, sending titles and texts, and sending data to specific pages. Support the expansion of dual-screen models from different manufacturers;

2) For the situation that the product often adds business scenarios and makes UI changes, the original package design for the secondary screen scene is changed to the secondary screen using Proxy.

The design of the underlying SDK interface of the screen. Organize and coordinate the team

1) Participate in project requirements review, technical review, allocate resources, and act as project PM to control the overall progress of the project;

2) Responsible for daily Git version management and iteration 1) Start from project initiation , participated in most of the business development;

3) Participated in Android modularization, and carried out modular splitting of multiple modules in the business structure. Youzan Conference 1) Using React Native, the Youzan conference was launched in one week. Youzan conference includes the login process, the list and details of conference activities, and the write-off operation of conference attendance; 2)

Technically, it involves writing differentiated sliding groups for Android and iOS software, and Redux is used for state management. Grayscale project 1) Provide the function of raising a bug by shaking it, and automatically obtain the Activity path. The grayscale version and the official version coexist, with different app names and icons. Publish grayscale packages with one click through the Jenkins platform and Bash scripts. Grayscale users submit bugs to the collection platform by shaking them; 2) Write the in-house Grayscale SDK and the backend for bug reporting; 3) The main principle is to inject the Grayscale SDK dependencies through scripts, find application information, and replace them. Django is used in the background to simply present the submitted questions. CI Continuous Integration 1) Provide CI support on the mobile side. Provide the process of code inspection-packaging-uploading to the publishing platform on Jenkins; 2) Write the back-end logic and front-end page of the publishing platform, involving Django, Python, Bash, JS, Html, CSS.