

Li DongYuan

Education

Beijing University of Posts and Telecommunications
Bachelor degree of Computer Science and Technology. CET6

Summary

- Arranger: High Achievement Motivation; Growth Hacking Practitioner for Data-Driven Decisions;
- 15 years of R&D experience, 11 years of team management experience, experience in the B2C field of e-commerce and social advertising platforms with tens of thousands of merchants with hundreds of millions of users, and experience in the field of international services for the global market;
- Good at 0-1 team formation in exploration stage and team deployment in expansion stage, resolve uncertainties in resources/capabilities/will, and lead composite functional teams (R&D/testing/big data/algorithms) to achieve sustainable business success;
- Good at solving software system complexity (high performance / high availability / scalability / low cost) through architecture design, moderate forward-looking, cost reduction and efficiency increase;
- Good at Java ecosystem; understand Python/Golang/Shell; have some practice in big data ecosystem/DevOps; familiar with common middleware such as MQ/network/storage/micro services;
- Successfully organized cross-company/cross-team cooperation projects for many times, identified common goals and responsible persons of all parties, carried out appropriate process monitoring, and achieved on-time delivery with a result-oriented mentality;

Work Experience

Teddy Bear Mobile - Head of R&D of E-commerce Division

2017.9 - Present

D round, B2B2C field, core business such as e-commerce/advertising/social. Serving KA mobile phone manufacturers, hundreds of millions of users, and a large number of small and medium-sized businesses

- Served as senior architect in China and Taiwan, head of social and commercial platform R&D, and R&D head of e-commerce business department.
- In order to support the rapid growth of e-commerce business, core systems such as commodity order payment and C-side derivative links such as recommendation search are built. Form a technical middle-office team in a timely manner, and sink general capabilities such as commodity/marketing/order/payment, which is the upper level cost reduction and efficiency increase for multiple traffic services.
- Provide diversified solutions for a large number of B-end merchants by means of SaaS/open platform/privatized deployment, and balance customer success and investment costs through the choice of commonality and individuality.
- Create an advertising distribution system based on social platforms, support the development of business from 10,000 QPS to 500,000 QPS through architecture evolution and technical iteration, maintain SLA 99.99% and TP99 <5ms, and solve high traffic and high concurrency caused by avalanche effect and hot keys The problem.
- Relying on the business model to build a matching echelon, form four sub-teams of customer delivery/big front-end/business middle-office/data middle-office, and cultivate the ability of front-line leaders to recognize and employ people, so that they can master the methods of selection/use/cultivation/reward/elimination.
- Lead cross-functional teams such as production, research, operation and testing to define the North Star indicator (daily active/eCPM), and quickly trial and error and verify through A/B testing, to achieve rapid growth of C-end users and continuous improvement of monetization efficiency.

Perfect World - Technical Lead/Architect

2014.12 - 2017.9

Listed company, pan-entertainment - the field of game film and television education. Participated in the production of <Torch Light TCG> <R.O.A.> etc.

- Worked as the technical leader/architect, lead the team to complete a variety of product development work for the global market. Set up a technical middle-office team to provide support and empowerment for research or emerging business teams.
- Complete system architecture design from 0 to 1 and solve system bottlenecks caused by traffic growth. Through load balancing / dynamic and static separation / read-write separation, etc. to cope with larger traffic requirements, through vertical splitting (servicization) and horizontal splitting (distributed) of services and data to meet higher processing pressure, through reverse Proxy and Smart DNS to improve availability. The product is deployed to AWS in many places around the world, and the cross-continental data synchronization scheme and connection status conflict solution are designed to provide global users with a cross-continental interactive experience.
- Self-developed plug-in task processing framework and dynamic class loading framework (relying on classloader), through the hot swap of task processing classes, realize the downtime-free update of TCP stateful services.
- In order to meet the message serialization function and high concurrent performance requirements encountered after the service is split, after multiple investigations, through the customized open source framework FST, each service can access the message queue without awareness, and compared with the native serialization performance of jdk 3 times faster, taking up 50% less space.

XPEC - Engineering Manager

2009.9 - 2014.12

Listed company, social entertainment field. Representative products <Land of Paradise> <Four Gods Yanwu> <Final Fantasy 15> <Tomb Raider> <Uncharted Sea> and so on.

Worked as a technical manager, responsible for the R&D delivery of multiple projects.

- Architecture design, technology selection, problem solving, process improvement.
- Organize teams to continuously improve the quality and efficiency of R&D delivery.

Huayu Wireless - JAVA Engineer

2006.7 - 2009.9

Taking entertainment products and IDC as the core business, we develop mobile applications based on EDGE network (2.75G), and cooperate with operators to provide users with high-quality content products.

- Participate in project development as a core staff.
- Perform version function iteration and performance optimization according to requirements.