

# Yandi LI (Boris)

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📍 Beijing, China

## Work Experience

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**Sina Weibo** 📱 Beijing, China 11/2014 - Present

- **Machine Learning Algorithm Engineer**

- Developed user profiling and interest prediction models
- Improved short-term interest prediction from daily to real-time (within 10 minutes)

**Yahoo! Research** Barcelona, Spain 02/2014 - 07/2014

- **Research Intern**

- Published paper on applying space syntax to online mapping tools

## Education

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**UPC & Université Lumière Lyon 2** Barcelona, Spain & Lyon, France 09/2012 - 09/2014

- **Master's in Data Mining and Knowledge Management (DMKM)**

- Erasmus Mundus Scholarship
- Key courses: Kernel-based Learning, Statistical NLP, Advanced Statistical Modeling

**Zhejiang University** Hangzhou, China 09/2008 - 06/2012

- **Bachelor's in Mathematics and Applied Mathematics**

- GPA: 3.87/4.0, Top 5%

**UCLA** Los Angeles, USA 08/2009 - 09/2009

- **Summer School**

- Courses in Finance and English Writing

## Publications

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[P1] **Apply Space Syntax to Online Mapping Tools**, *WSDM 2017*

- **Yandi Li**, Nicola Barbieri (Tumblr), Daniele Quercia (Bell Labs)
- Key Technologies: Factorization Machine, BPR, PostgreSQL, PostGIS

[P2] **Different Implementations and Comparisons of the Chebyshev-Tao Method**

- Undergraduate thesis, [Part of the Thesis], [Literature Review], [Defense]

## Projects

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**Weibo User Modeling** 05/2022 - Present

- Developed Deep Learning Models for User Interest
  - Denoising VAE, Caser structure, audience normalization, unified feature embedding
- Build [Comprehensive user profiles](#)
- **Key Technologies:** Fuxi-CTR, PyTorch, Ollama, Huggingface

**Weibo User Interest** Technical Lead 05/2019 - 05/2022

