

YUSAN LIN

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Last updated: November 11th, 2018

EDUCATION

The Pennsylvania State University

December 2018

Ph.D. in Computer Science and Engineering

Dissertation: Machine-Learning-Based Approaches for Learning Marketing Strategies

National Central University

June 2012

B.S. Computer Science and Information Engineering

Presidential Award (top 3 students)

WORK EXPERIENCE

Visa Research

December 2018

Research Scientist

Palo Alto, CA

Visa Research

Feb 2018 - May 2018

Research Scientist Intern

Palo Alto, CA

- Developed recommendation system using Deep Learning models
- Filed one provisional patent on the developed recommendation system: *System, Method, and Computer Program Product for Predicting User Preference of Items in an Image* (with Maryam Moosaei, Reference number: 2957US01)

Trendalytics

May 2015 - July 2015

Data Scientist Intern

New York City, NY

- Refined product trend classifier via machine learning approach
- Designed fashion product recommendation system using ShopStyle data based on probabilistic generative model to recommend brands and products to users

RESEARCH EXPERIENCE

Dissertation Research

Machine-Learning-Based Approaches for Learning Marketing Strategies

Adviser: Wang-Chien Lee

- Predicted crowdfunding project success by extracting implicit reward features, outperforming state-of-the-arts by 18.73%
- Developed menu bundle generator by using probabilistic generative models, outperforming LDA by 29.3% in accuracy when predicting menu formulation
- Proposed dynamic market competition predictor by using probabilistic generative models
- Worked with adviser to earn support by a competitive NSF Information & Intelligent Systems research grant (NSF IIS-1717084 Learning Latent Representations of Heterogeneous Information Networks)

Related Research

Modeling Fashion

Collaborators: Cuicui Chen (Harvard University) & Jorge Al Chilet (Hebrew University)

- Detected the innovation and influence in the fashion industry using NLP and econometrics on data from social networks, runway reviews, and retail websites across a two-year period

- Funded by IQSS at Harvard University and supported by startup companies, StyleSage and Descience

Competitions on Fashion Social Network

Collaborator: Ta-Wei Wang (DePaul University)

- Created dataset of 120K user-generated fashion outfits for research use
- Designed classifier predicting whether given users will adopt certain brands in outfits using user demographics and network structure, reaching 96.54% in accuracy
- Funded by Research Grant, Kellstadt Graduate School of Business, DePaul University

PUBLICATION

- **Yusan Lin**, Peifeng Yin, Wang-Chien Lee, *Modeling Dynamic Market Competition on Crowdfunding*, IW3C2 The Web Conference (WWW 18), Lyon, France, Apr. 2018
- **Yusan Lin**, Peifeng Yin, Wang-Chien Lee, *Modeling Menu Bundle Designs of Crowdfunding Projects*, ACM Conference on Information and Knowledge Management (CIKM 17), Singapore, Nov. 2017
- **Yusan Lin**, Tawei Wang, *Dress Up Like a Stylist? Learning from A User-Generated Fashion Network*, 20th ACM SIGKDD Workshop on Machine Learning Meets Fashion (KDD 17), Halifax, Canada, Aug. 2017
- Jorge Al Chilet, Cuicui Chen, **Yusan Lin**, *Analyzing Social Media Marketing in the High-End Fashion Industry Using Named Entity Recognition*, IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM 16), San Francisco, CA, Aug. 2016
- **Yusan Lin**, Chung-Chou H. Chang, Wang-Chien Lee, *Analyzing Social Media Marketing in the High-End Fashion Industry Using Named Entity Recognition*, IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM 16), San Francisco, CA, Aug. 2016
- **Yusan Lin**, Yilu Zhou, Heng Xu, *Text-Generated Fashion Influence Model: An Empirical Study on Style.com*, Hawaii International Conference on System Sciences (HICSS 15), Kauai, HI, Jan. 2015
- **Yusan Lin**, Yilu Zhou, Heng Xu, *The Hidden Influence Network in the Fashion Industry*, Workshop on Information Technologies and Systems (WITS 14), Auckland, New Zealand, Nov. 2014

AWARDS

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| Information & Intelligent Systems Research Grant
<i>National Science Foundation, with Wang-Chien Lee (Pennsylvania State University)</i> | 2017 |
| University Research Council Competitive Research Grant
<i>Kellstadt Graduate School of Business, DePaul University, with Ta-Wei Wang (DePaul University)</i> | 2017 |
| Research Grant
<i>The Institute for Quantitative Social Science (IQSS), Harvard University, with Cuicui Chen (Harvard University), Jorge Al Chilet (Hebrew University)</i> | 2016 |
| Graduate Student Teaching Award
<i>Department of Computer Science and Engineering, Penn State University, one awardee per year</i> | 2016 |

TEACHING EXPERIENCE

Instructor

Aug 2015 - Dec 2016

CMPSC431 W Introduction to Database Management Systems

YouTube channel:

https://www.youtube.com/channel/UCjkGzGfgvX_Zd8kxs4ldhFw

University Park, PA

- Senior-level course with 70 students enrolled on average
- Received 6.7/7 on the students' evaluations
- Awarded with graduate student teaching award

INTERVIEWS AND INVITED TALKS

Artificial Intelligence in Fashion

2018

Keynote, Fashion Technology Week New York, New York

Fashion Meets Data Science

2017

Fashion Technology Week New York, Microsoft Flagship Store, New York

Meet the Fashion Data Analyst Working to Predict the Next Big Trend

2016

Teen Vogue, Issue: December

Measuring the Influence of Fashion Designers

2015

Data Skeptic Podcast, Episode 68