

YUSAN LIN

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EDUCATION

The Pennsylvania State University August 2012 - December 2018
Ph.D. in Computer Science and Engineering
Dissertation: “Machine-Learning-Based Approaches for Learning Marketing Strategies”

National Central University August 2008 - June 2012
B.S. Computer Science and Information Engineering
Presidential Award (top 3 students)

WORK EXPERIENCE

Visa Research December 2018 - Present
Staff Research Scientist and Technical Team Lead Palo Alto, CA

- Developed fashion recommendation system using deep learning models
- Published two workshop papers in CVPR 2019 and KDD 2019
- Published one full research paper in The WebConf 2020 (WWW 2020)
- Filed two provisional patents:
System, Method, and Computer Program Product for a Set of Items to a User (Ref. number: 3689US01)
Methods and Systems For Peer Grouping in Insider Threat Detection (Ref. number: 4113US01)
- Led the Security Analytics team, developed and deployed employee attrition prediction model and peer grouping detection model

Visa Research Feb 2018 - May 2018
Research Scientist Intern Palo Alto, CA

- Filed one provisional patent: *System, Method, and Computer Program Product for Predicting User Preference of Items in an Image* (Ref. number: 2957US01)

PUBLICATION

- **Yusan Lin**, Peifeng Yin, Wang-Chien Lee, *Economic Worth-Aware Word Embeddings*, IEEE International Conference on Data Science and Advanced Analytics (DSAA 20), Oct. 2020 (to appear)
- **Yusan Lin**, Maryam Moosaei, Hao Yang, *OutfitNet: Fashion Outfit Recommendation with Attention-Based Multiple Instance Learning*, IW3C2 The Web Conference (WWW 20), Taipei, Taiwan, Apr. 2020
- **Yusan Lin**, Hao Yang, *Next-Season Design Prediction on High-Fashion Runway*, ACM SIGKDD Workshop on AI for Fashion (KDD 19), Aug. 2019
- **Yusan Lin**, Maryam Moosaei, Hao Yang, *Learning Personal Tastes in Choosing Fashion Outfits*, Understanding Subjective Attributes of Data: Focus on Fashion and Subjective Search workshop (CVPR 19), Jun. 2019
- **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 Alé 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**, Heng Xu, Yilu Zhou, Wang-Chien Lee, *Styles in the Fashion Social Network: An Analysis on Lookbook.nu*, International Social Computing, Behavioral Modeling and Prediction Conference (SBP15), 2015
- **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

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

PATENTS

Methods and Systems For Peer Grouping in Insider Threat Detection	2020
<i>Reference number: 4113US01</i>	
System, Method, and Computer Program Product for a Set of Items to a User	2019
<i>Reference number: 3689US01</i>	
System, Method, and Computer Program Product for Predicting User Preference of Items in an Image	2018
<i>Reference number: 2957US01</i>	

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

SERVICE

DSAA Research Track, Program Chair

2020

KDD AI for Fashion, Program Chair

2019

CIKM Applied Research Track, Program Chair

2019