

Xu Zhang

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Education

Tsinghua University (2014.9-2016.7)

Master of Engineering Management School of Software

Beijing University of Posts & Telecommunications (2005.9-2009.7)

Bachelor of Information Engineering School of Information Engineering

Work Experience

Baidu.com, Programmatic Advertising Platform, Senior Software Engineer T7 / Tech Lead (2011.1-Present)

- Lead a 12 persons' team. Responsibilities include designing, developing, maintaining large scale systems and services to help customer invest and manage Ads through online programmatic advertising platform.
- Drive and lead team to evolve to a highly distributed, scalable, high performance and service-oriented-architect system that support millions of dollars in ad spend with a continuous release cycle and fast business grows.
- Act as both product and technical architect to work closely with product team to define, shape and implement cutting-edge advertising technology platform.
- Design and develop major features crossing areas like web based application, server-side APIs and infrastructure, data storage and real-time processing.

IBM China Development Lab, InfoSphere Traceability Server, Software Engineer (2009.7 – 2011.1)

- Work with global teams from the U.S. and India to develop software in an agile iterative release cycle by implementing new features for the product installation, configuration and migration infrastructure on various platforms.
- Efficiently co-work with engineers from sales and lab based service team to deliver proof-of-concept based on traceability product middleware.

Individual open source projects

- **Fluent-validator** github.com/neoremind/fluent-validator **136 Stars**
Fluent Validator provides the power to support validations with ease by leveraging the fluent interface style and JSR 303 - Bean Validation specification.
- **Navi-rpc** github.com/neoremind/navi **54 Stars**
A distributed service framework that provides cluster management and high performance RPC. *About 20 million traffic* per day being handled by Navi in Baidu.com.
- **Fountain** github.com/neoremind/fountain
A Java based toolkit for syncing MySQL binlog and provide an easy API to process/publish events. *More than 1 billion incremental events* are being processed by Fountain in Baidu.com.
- **Dynamic-proxy** github.com/neoremind/dynamic-proxy
An useful library for Java developers to generate proxy object. This library leverages a wide range of byte-code generation methods, including ASM, CGLIB, Javassist, JDK Dynamic Proxy and ByteBuddy.
- **Easy-mapper** github.com/neoremind/easy-mapper
A simple, light-weighted, high-performance java bean mapping framework. By leveraging Javassist, easy mapper can generate mapping byte-code at runtime and reduce the mapping overhead.
- **Navi-pbrpc** github.com/neoremind/navi-pbrpc
A rpc solution for using protocol buffer. This library enables client and server to communicate in a peer-to-peer and full duplexing way. The server-side is built upon Netty which supports asynchronous and non-blocking io functionality.

Publications

- **Technical blog** (2009 - Present)
neoremind.com
- *How to transform back-end business system to Micro-Service Oriented Architecture*, 2016.4
<http://www.infoq.com/cn/articles/the-back-end-business-systems-service-transformation>
- *Remote execution library of Linux for Java developers*, 2011
<http://www.ibm.com/developerworks/cn/opensource/os-sshxcute/>
- *IBM RFT automated selection and executing tool based on user input*, 2009
<http://www.ibm.com/developerworks/cn/rational/r-cn-rftuserinputtestcase/>
- *How to build a simple web application using Jython and Ajax*, 2011
http://www.ibm.com/developerworks/cn/web/1101_zhangxu_jythonajax/

Certifications

Sun Certified Java Programmer (SCJP 5.0)
IBM Information Management Certification DB2 730, 731
IBM WebSphere Application Server Certification
CET-6 Certificate

Rewards

Star of the Year 2015, Baidu
Level 1 Creativity Award of Baidu Commercial Product Line in 2013
Inventive Contribution to Baidu Commercial Product Line in 2013
Best Quality Award of eCom Group in 2012, Baidu.

My stack and skills

Domain knowledge of Online Advertising, Programmatic Advertising, Display Network Ads, RTB.
Java, JVM, Spring/MyBatis, SOA, RPC, AJAX, Web development.
Functional programming skill with Scala, Guava library and Java8.
Strong OOD/OOP skills including module design and maintainable code development.
Large Scale, high performance and volume online system design.
Experience with MySQL, Apache, Memcache, RabbitMQ, Kafka, Zookeeper, Redis, MongoDB and Spark.
Solid knowledge of basic data structure and algorithms.
Knowledge of professional software engineering practices including unit testing(TDD), code standards/reviews, SCM(SVN/GIT), build configuration and shipping.
Working experience under Linux/Mac with the ability to code in Python and shell script.

Personal Summary

I have more than 7 years of software development experience. Currently I am Senior Software Developer from Beijing with a master's degree from Tsinghua University. I work at Baidu as Tech Team Lead of Programmatic Ads Platform Dev. Team. I have in-depth knowledge and experience of Online Ads, Display Network Ads, Programmatic Ads system design and implementation. My main focus is on JVM-based back-ends, application architecture and clean/graceful code. I am passionate about coding and I am a creative, dedicated people. In my spare time I constantly blog about Java and architecture related topics. My personal blog is <http://neoremind.com>. I also contribute to open source projects on GitHub (<https://github.com/neoremind>) and I am an excited basketball player.