

# Huayu (Fiona) Li

Computer Science Department  
UNC Charlotte  
9201 University City Blvd. Charlotte, NC

Voice: (980)422-1255  
Email: hli38@uncc.edu  
<http://webpages.uncc.edu/~hli38/>

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## RESEARCH INTERESTS

- Data Mining
- Recommender Systems
- Business Analytics

## EDUCATION

- **Ph.D. Student**, Computer Science, University of North Carolina at Charlotte, 2014 - present.
- **B.E.**, Information Engineering, University of Science and Technology of China, 2011.

## PUBLICATIONS

### Conference Papers

1. **Huayu Li**, Richang Hong, Defu Lian, Zhiang Wu, Meng Wang and Yong Ge. A Relaxed Ranking-based Factor Model for Recommender System from Implicit Feedback. International Joint Conference on Artificial Intelligence (**IJCAI 2016**), accepted, 2016.
2. **Huayu Li**, Richang Hong, Zhiang Wu and Yong Ge. A Spatial-Temporal Probabilistic Matrix Factorization Model for Point-of-Interest Recommendation. SIAM International Conference on Data Mining (**SDM 2016**), accepted, 2016.
3. **Huayu Li**, Richang Hong, Shiai Zhu and Yong Ge. Point-of-Interest Recommender Systems: A Separate-Space Perspective. IEEE International Conference on Data Mining (**ICDM 2015**), pp. 231-240, 2015.
4. **Huayu Li**, Rongcheng Lin, Richang Hong and Yong Ge. Generative Models for Mining Latent Aspects and Their Ratings from Short Reviews. IEEE International Conference on Data Mining (**ICDM 2015**), pp. 241-250, 2015.
5. **Huayu Li**, Hengshu Zhu, Yong Ge, Yanjie Fu and Yuan Ge. Personalized TV Recommendation with Mixture Probabilistic Matrix Factorization. SIAM International Conference on Data Mining (**SDM 2015**), pp. 352-360, 2015.
6. Rongcheng Lin, **Huayu Li**, Xiaojun Quan, Richang Hong, Zhiang Wu and Yong Ge. Regularizing Flat Latent Variables with Hierarchical Structures. International Joint Conference on Artificial Intelligence (**IJCAI 2015**), pp. 3671-3677, 2015.

## RESEARCH EXPERIENCES

### Point-of-Interest Recommendations

11/2014 - present

- Proposed a more robust and general model for Point-of-Interest recommendations by modeling user preference, temporal effect and geographical influence.
- Proposed separated models for social network space and user interest space to improve POI recommendation performance.

### Personalized TV Recommendations

07/2014 - 10/2014

- Mined the latent user groups in front of televisions from their watching historical behaviors.
- Proposed a mixture probabilistic matrix factorization model for TV recommendation based on the mined user groups.

## **Review Aspect Mining and Rating Prediction**

01/2014 - 06/2014

- Proposed a LDA-based generative model to mine latent aspects, learn their sentiments and predict their aspect ratings for reviews.
- Proposed an extended model for addressing the challenges caused by the short nature of reviews.

## **INDUSTRY EXPERIENCES**

### **Software Engineer, Oracle Corporation**

07/2011 - 2013

#### **Sun Ray Web Administration**

- Enhanced Sun Ray web administration to support device access policy management, which allows administrator to display, set, edit, or delete device access policies with web browser.
- Implemented with Java, Java Server Page (JSP), Java Server Face (JSF), JavaScript and HTML, and delivered as a web application in Apache Tomcat.

#### **Sun Ray Common Login Greeter Project**

- Designed and implemented a consistent, modernized, customizable, and cross platform GUI component for all Sun Ray applications which need user login.
- Developed multiple applications on top of this login greeter component: Sun Ray UNIX Login Greeter, Sun Ray Windows Greeter, Sun Ray Citrix XenDesktop Greeter, Sun Ray Oracle VDI Greeter and Sun Ray Application Launcher.

#### **Sun Ray VoIP Solution**

- Designed and developed GUI frontend of a softphone for Sun Ray VoIP solution.
- Implemented in Java using Swing for GUI, JNDI to retrieve information from corporate LDAP server, and interface with Sun Ray VoIP backend via JNI.

#### **Maintenance on Sun Ray Connector for VMware View Manager (SRVC)**

- Provided the support for Sun Ray Connector for VMware View Manager.

## **HONORS**

- **Student Travel Award, SDM, 2016.**
- **Student Travel Award, ICDM, 2015.**
- **"Creativity Unlimited" - Creative Software Design Contest, Second Prize, USTC, 2010.**
- **Outstanding Student Scholarship, Third Prize, USTC, 2009.**
- **RoboGame, Excellent Award, USTC, 2009.**
- **Outstanding Student Scholarship, Third Prize, USTC, 2008.**
- **Outstanding Student Scholarship for Freshmen, USTC, 2007.**

## **SKILLS**

- **Languages:** proficient in Java, C, Matlab, JSP/JSF
- **Operation Systems:** Windows, Linux, Solaris
- **Technologies:** Virtualization, thin client, client/server, embedded system