

Aoran Cheng

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EDUCATION

The University of Hong Kong

Doctor of Philosophy, Industrial and Manufacturing Engineering

Hong Kong, CN

Oct 2022 – Jun 2026(expected)

- **Advisor:** Prof. Zuo-Jun-Max-Shen/ Dr. Yong-Hong Kuo
- **Teaching Assistants/Tutorials:** Fall2022-IMSE 2134 (Intro to OR) Spring2023-IMSE 4136 (

University Of Wisconsin, Madison

Bachelor of Science, Applied Maths, Minor in Physics

Madison, WI

Sep 2020 – Aug 2022

- **Grade:** Dean's List || Cum Laude Award
- **Relevant Coursework:** Data Programming, ODE, Linear Algebra, Math Analysis, Linear Optimization, Probability, Data Modeling, Stochastic process and PDE
- **Technical Skills:** Axure, R, Python, SQL, PowerBI, Matlab, Xmind, SoildWork

RESEARCH EXPERIENCE

- [1]"*Firefighting with Air Drone Carriers--(Fire-Prada).*" 2023 (with Shijie Pan, Kai Kang, Cristóbal Pais Martínez, Yulun Zhou, and Zuo-Jun "Max" Shen) , *To be submitted*
- [2]"*Truthful Auction Mechanism for Cyber-Physical Internet-enabled E-commerce Logistics.*" 2023 (with Binqing Tan, Kai Kang, Ming Li, Ray Zhong, George Q Huang), *To be submitted*
- [3]"*Smart Drones Swarm Firefighting*" *Working Paper*
- [4]"*Adaptive Wildfire Band*" *Working Paper*

RESEARCH INTEREST

On the application side, I am more interested in *Smart Cities Planning, Atmospheric Science in Operation Research, Unmanned Aerial Systems.*

On the methodological side, I like developing *prescriptive analytic methods* that converts data with *Domain Knowledge in Climate Changes, Property of Complex System* and *Swarms Properties* to make the final decisions.

INDUSTRY EXPERIENCE

Alura.Inc

Co-Founder (Product Manager)

Hong Kong, CN

Jan 2023 – Ongoing

Enclosed due to company privacy issue

L'Oréal Asia Pacific

Product Manager & Data Analyst Intern

Shanghai, CN

Jun 2021 – Sep 2021

- Designed and improved the Instaload application's features to streamline L'Oréal-SAPMENA zone daily report; launched Instaload and increased the naming accuracy for MENA to 96%; SAP efficiency also increased by 65%
- Delineated different user interfaces for Instaload application and made A/B tests for users to select the best-accommodated versions
- Created the SAPMENA Luxe Dashboard to showcase best sales and fast-growing products and visualized data using PowerBI, increased SAPMENA market efficiency by 35%
- Deployed EDA to identify the relationship between COVID positive cases in India and e-commerce sales, boosted India L'Oréal center sales revenue by 30%

Shanghai An-ran Technology Limited Company

Co-Founder (Product Manager)

Shanghai, CN

Mar 2020 – May 2021

- Collected historic data of top 100+ worldwide universities utilizing machine learning to assist students with college application
- Received funding of > 1 million RMB from venture capital to operate the start-up firm of 30+ employees
- Led weekly check-in meetings with data-algorithm team and marketing team to delegate tasks and make business decisions
- Built company website and drove 10k+ views with 3000+ students utilized the website, received 80% positive feedback

University Of Wisconsin, Madison

Peer Mentor

Madison, WI

Feb 2021 – May 2021

- Guided students on reviewing and debugging 2000+ lines of codes in Python, spending 30+h monthly
- Cooperated with other 70 teaching assistants to collected student feedback to adjust the teaching agenda including providing more TA sessions and holding more office hours etc.

Project Manager

Mar 2021 – May 2021

- Analyzed factors that influence acceptance rates of top 20 US universities for past 20+ years through application of Python and machines learning

- Collaborated with 10+ international high schools and helped 400+ students get accepted at elite schools

Taiyuan Show-Treap Technology Limited Company

Taiyuan, CN

Product Intern

Jun 2020 – Aug 2020

- Conducted field work and collected volunteer opportunities data from 40k+ residents to build volunteer management software
- Tracked and analyzed daily data from customer surveys and custom endpoints; revised customer demands by adding voice recognition feature to serve senior citizens and adults with disabilities
- Realized 20% of increase in customer satisfaction by successfully solving 5000+ cases for local community

TEACHING EXPERIENCE

Graduate Student Teaching Assistant for

IMSE 2134 Introduction to Operation Research

Fall 2022

IMSE 4136 Transportation and Distribution Planning

Spring 2023

ADDITIONAL INFORMATION

Languages: English (fluent), Chinese (native) **Achievements:** Google Professional Data Engineer Certified