

# Bingran(Brandon) Liu

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## Education

Tsinghua University *M.Sc. in Financial Management and Big Data* SEM / SIGS 2024.7 - 2026.6  
Data, Models & Decisions | BigData Management | Digital Transformation | BigData Governance | AI & Corporate Value  
Harbin Institute of Technology *B.Sc. in Information Management and Information System* 2019.8 - 2023.6  
Data Mining | Data Structures | DSS | Optimization Modeling | DB System | BigData | Data Analysis | Information Systems

Outstanding Graduation Thesis (92/100, 2023); Outstanding Student (2022), Outstanding League Member (2021), Top 10 Class Monitor (2020); Tsinghua University Early Admission (top 5%); EM Joint Master Program | CET-6 | GPA-3.62/4  
LLM, PyTorch, RAG, User Growth, Data Mining, Data Governance, Dataphin, CRM, DMS, SFT

## Work Experience

Z.ai *GBC* (Zhipu, TsinghuaGLM) *AI Engineer* 2024.07 - Present  
Executed global commercialization and implementation of Tsinghua GLM's large model, covering full lifecycle from technical solution refinement to delivery while pursuing graduate studies at Tsinghua University. Partnered with Samsung and Y on industry-grade AI solutions, driving large-scale deployment in smart terminals and real-time interaction. Separately contributed to international sovereign large model implementations, ultimately realizing efficient technical-to-commercial value transformation.

Chery *DITC* (Fortune Global 500) *Data Analysis and Algorithm* 2023.04 - 2024.07  
Engineered end-to-end data mining and ML algorithm applications, initially building international marketing algorithm system and data platform, then developing visual analysis system to drive digital transformation – achievements that led to promotion from subsidiary to group digital center. In this expanded role, implemented intelligent prediction and knowledge management solutions for business scenarios, culminating in delivery of group-level AI applications.

## Project Experience

*National Sovereignty Infra-LLMs Project* *Core Member | Beijing & Kuala Lumpur (2025 -present)*  
Deeply involved in developing China's first cross-border low-resource language sovereign large model infrastructure, deploying localized CPT/SFT solutions and Guardrail security framework (QPS 15K). Designed visual end-to-end systems and facilitated government-enterprise technical collaboration for MaaS platform architecture (APIs, deployment, commercialization). Delivered national sovereign model with full-cycle implementation, **earning government endorsement and a personal handshake with the prime minister.**

*Samsung S25 On-Device-Cloud AI Project* *Core Member | Beijing & Guangzhou (2024 - 2025)*  
Architected Samsung S25/Fold7 end-cloud collaborative large model, driving end-to-end VLM optimization and Bixby next-gen smart assistant RTC architecture. Led model training, RTC framework and deployment engineering implementation, co-creating multi-modal products (vision/audio/video/auto). Delivered breakthroughs in C-end video understanding and emotional speech dialogue, boosting RTC response speed/accuracy. Achieved parity with Gemini, driving elevation to company strategic plan, enabling solution reuse in ZTE, Transsion and Volkswagen AI calls, and **delivering the world's first AI-integrated calling phone.**

*Knowledge Graph-based Education LLM Project (2024)* *Core Member | Beijing & Guangzhou*  
Developed knowledge graph-based educational large model system with RTC, implementing knowledge representation learning and multimodal content fusion to achieve structured semantic correlation for heterogeneous data. Designed multi-agent framework enhancing professional Q&A accuracy/interpretability, ultimately delivering multidisciplinary educational knowledge graph application with precision scenario deployment, pioneering RTC-AI live streaming architecture, and establishing vertical LLM paradigm for education, **peaking at 5B monthly tokens consumption.**

*AI Empowerment Project for CRM System* *Project Manager | Nanjing (2023 -2024)*  
Spearheaded machine learning algorithm empowerment for Fortune 500 CRM system, architecting end-to-end smart marketing framework. Engineered logistic regression-based customer scoring model and hybrid customer lifecycle evaluation system, expanding to real-time scoring/churn prediction models. Designed interpretable LLM marketing system with closed data loop, curating 40+ ADS datasets and establishing NLP

knowledge base for operational quality monitoring. Delivered 27% international sales conversion lift, recognized as group digital transformation best-practice, fast-tracked to group headquarters.

## Research Experience

*Liu, B. Demystifying the black box: AI-enhanced logistic regression for lead scoring*

-- Appl Intell 55, 574, JCR Q2. (2025, Sole Author, Indexed)

*Liu, B. Applying Information Space Model Combined with Large Models to Public Governance*

-- 2025 AP-PPN B6, 54. (2025, Oral Presentation, Included)

*Liu, B. I Know Who He Is: A Facial Recognition System Based on Multi-Modal Retrieval Large Models*

-- Comput Electr ENG, JCR Q1 (2025, Sole Author, Submitted)

## Personal Interests

*Swimming:* Proficient in breaststroke and freestyle.

*Solo Travel:* Traveled independently to 5 countries and regions.

*Game Development:* independently developed playable-demo using Unity (Self-taught)

<https://b23.tv/N60cxQi>. Received a formal game design offer (ultimately declined).

*Content Creation:* Grew self-media presence to 3K+ followers and 800K+ video views.

## Other

*AI-Based Disaster Prediction Short-term Exchange Program at Tohoku University, Sendai, Japan (2025)*

As one of the two fully funded spots from Tsinghua University, participated in discussing the application of AI and big data technology in disaster management.

*AP-PPN Conference 2025 at Hong Kong University of Science and Technology, Hong Kong, China (2025)*

Explored the application of AI and big data technology in healthcare protection and public health. Delivered an oral presentation on theoretical discussions combining information space models, LLMs, and enterprise DW

*Medicine and AI Short-term Exchange Program at University of California, Los Angeles, CA, USA (2022)*

Participated in learning and exchanging the application and theoretical knowledge of AI in healthcare, funded by Harbin Institute of Technology (converted to online due to COVID).

*HIT Wuhu Alumni Association, Anhui, China (2023)*

Delivered a speech as a new alumni representative, with the Mayor of Wuhu, District Head of Jiujiang, and the Director of Suzhou Research Institute in attendance.

*Graduate Industry Mentor – Li Tie, Executive Director and CFO of Li Auto.*

<https://bingranliu.github.io/BrandonLIU>  
Per Aspera Ad Astra