

# HANYU LIU

Email: hanyu.liu@columbia.edu      Tel: +001 347-885-9120 (US)

Profile: Multilingual professional and accomplished scholar with international scholarship and design competition accolades.  
Proven experience in TikTok's Global E-Commerce, Tech, Consulting, and Design sectors.  
Expert in AI and social media, driving a 15% increase in TikTok E-Commerce user engagement and a 10% sales boost.

LinkedIn: <https://www.linkedin.com/in/hanyu-liu-career>      Portfolio: <https://liuhanyuer.github.io/Portfolio/HL.html>

Education

Columbia University      M.S.      Architectural and Building Science/Technology      /      2020.09 - 2023.05  
Course: Computation and Generative Design, BIM, IoT, GIS and data analysis, CMF Strategies, Project Management      New York, US

University of Washington      B.A.      Architectural Design      GPA 3.6/4.0 (top 5%)      2016.09 - 2019.06  
Course: HCI, UX/UI, 3D Modeling and Rendering, UX Design, Structural Mechanics, Psychology      Seattle, US  
Awards: Dean's List (2017-2019), Floyd A. Naramore Honorary Scholarship granted by Top 10 USA Architecture Firm (2020)

Work Experience

TikTok (ByteDance Ltd.)      A global innovator in e-commerce, content, and entertainment      2022.06 - 2022.09  
Position: Partner Enablement Strategy Operation      Department: TikTok Global E-commerce      Shanghai, China  
Interior Design E-commerce Support:

- Explored trends across 50+ "Innovative Home Essentials," delivering concise, tailored advice for business collaborators.
- Collaborated on 100+ promotional campaigns, contributing to a 20% increase in visibility and 15% growth in sales.

AI-Driven E-Commerce Operation:

- Evaluated product usability, efficiency and NPS through daily data analysis, using metrics such as product usage duration and success rate.
- Developed 50+ user personas for global creators and sellers by analyzing key metrics, resulting in a 20% boost in engagement and 15% sales growth.

Project Management and Collaboration:

- Assessed and prioritized new business opportunities, leading to a 25% increase in project efficiency and a 15% growth in the client base.
- Established a result validation mechanism, reducing design revisions by 30% and increasing overall client satisfaction by 20%.

CallisonRTKL Ltd.      World's Top 1 Retail Design Firm, ranked by Interior Design's Top 100 Giants      2021.04 - 2021.07  
Position: Designer and Consultant      Project: Commercial Ecosystem Planning - Shanghai East Station Complex      Shanghai, China  
AI-Driven Design Excellence:

- Employed an AI-driven approach with tools such as Planner 5D and Morpholio Board to translate concepts to functional designs.
- Devised innovative space plans using Autodesk Dreamcatcher, catering to clients' requirements and enhancing overall project value by 20%.

Technical Innovation and Collaboration:

- Utilized data and AI-driven tools to optimize smart city proposals for a retail complex with 10k+ daily visitors, improving space utilization by 15%.
- Reduced time costs by 40% for a large-scale project spanning 0.2 million m<sup>2</sup> through collaboration with industry experts on BIM modeling.
- Collaborated on a 300+ page tender document, effectively influencing stakeholders involved in projects with budgets ranging from \$50k to \$1 million.

Atelier Deshaus Design Firm      Design Vanguard (ranked by Architectural Record 2011)      2020.03 - 2020.08  
Position: Architectural Design and Product Manager      Project: Commercial Ecosystem Planning - Shanghai East Station Complex      Shanghai, China  
Design and Collaboration

- Optimized design solutions for 36 sets of exhibition spaces, focusing on aspects like space optimization, color schemes, and material selection.
- Leveraged Power BI to create interactive reports, guiding architectural and interior design decisions with both qualitative and quantitative insights.

User Engagement and Community Operation:

- Optimized 90% user personas and formulated promotion strategies for 48 local organizations, resulting in a 30% increase in community engagement.
- Participated in community operations for design projects, fostering relationships with stakeholders and ensuring the successful completion of projects.

Entrepreneurship and Leadership

Strawfurry      Greentech Startup: Edible Straws for a Sustainable Future      2023.03 - present  
Position: Co-Founder  
Leadership: Developed a compelling business proposal for eco-friendly product, partnering with key players in the food industry.  
Milestone: Gained valuable experience through participation in the Techstars Founder Catalyst Program in partnership with J.P. Morgan.

Design Competition League      Official International Organization at University of Washington      2017.06 - 2019.05  
Position: Founder      Seattle, US  
Leadership: Developed competition plans,. Coordinated team members with varied backgrounds. Organized weekly team meetings.  
Milestone: Led team members in International Design Competition by Tamayouz Excellence Award, and received Global Top 20.

Skills

Hard Skill: [Design]: AI-driven design, Architectural /Interior Design      [Product]: UXR, Agile methodologies, Roadmap planning, Storytelling  
[Prototype]: User testing, Stakeholder collaboration      [E-Commerce]: SEO, CRM, Content/Social media marketing  
[Data]: SQL, Python, Excel, Power BI, Tableau      [Language]: Mandarin, English, French

Soft Skill: [Synergy]: Effective empathy, Productive communication      [Ownership]: Goal setting, Growth mindset, Strong execution  
[Innovation]: Interdisciplinary learning, Open-mindedness      [Resilience]: Flexible approach, Resourceful problem-solving

Others: Professional cross-country runner and golf player, digital media enthusiast and also a bibliophile  
Most importantly, a lifelong learner who takes dedication, discipline, and motivation