

# HANYU LIU

**Profile:** Multilingual professional and scholar; International design competition winner  
Internship experience in TikTok E-Commerce, Tech, and Retail design  
Expertly fused AI and social media to amplify user engagement and streamline content distribution

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## Education

**Columbia University**      M.S.      Architectural and Building Science/Technology      No numerical GPA provided      2020.09 - 2023.05  
Related Courses: Interior Design Principle, CMF Strategies, IoT Systems Design and Engineering, Project Management      New York, US

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

## Internship Experience

**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's Governance and Experience (GNE)      Shanghai, China  
Interior Design E-commerce Support:

- Researched and analyzed trends for 50+ product categories, such home accessories, providing tailored recommendations for business partners.
- Supported 200+ TikTok creators, including interior design-focused sellers, in curating quality goods to enhance their online offerings.
- Collaborated on 100+ promotional campaigns, contributing to a 20% increase in visibility and 15% growth in sales.

AI-Driven E-Commerce Operation:

- Created 50+ user personas for global sellers, considering content style, audience, niche, channels, and marketing strategies to guide decisions.
- Evaluated product usability and efficiency through data analysis, using metrics such as product usage duration and success rate.
- Collaborated with global and regional teams, PR, product teams, and SOP to build, standardize, and optimize the overall operation workstreams.

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.
- Coordinated resources and goals across teams, managing a total of 50+ projects with budgets ranging from \$10,000 to \$100,000.
- 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.
- Designed the interior of a retail complex and optimized detailed 3D models, allowing for efficient collaboration with architects and engineers.
- 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 m² 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 and Others

**Hard Skill:** [Design]: AI-driven design, Architectural /Interior Design      [Product]: 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

**Meta Skills:** Ability to leverage my own passions and strengths to find values both in life and work

**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