

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