

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, Data Analysis, Project Management, BIM, IoT, GIS 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

TikTok Global E-commerce Support:

- Conducted daily research and analyzed trends for 100+ product categories, providing tailored recommendations for business partners.
- Collaborated on 200+ promotional campaigns, resulting in a 25% increase in visibility and 20% growth in sales with weekly performance tracking.

AI-Driven Partner Enablement Strategy:

- 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 between VOC and NPS, 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

Technical Innovation and Collaboration:

- Employed data-driven tools to enhance smart city proposals for retail spaces with 15k+ daily visitors, improving space utilization by 20%.
- Saved 45% in time costs for a large-scale project spanning 0.3 million m² by collaborating with industry experts on BIM modeling.

AI-Driven Design Excellence:

- Leveraged AI-driven tools like Delve by Autodesk and Dassault Systemes' X Generative Design for advanced design concepts and functionality.
- Implemented spatial layouts for multiple projects, optimizing detailed 3D models for streamlined collaboration with architects and engineers.
- Utilized AI tools to create innovative space plans, catering to clients' needs and boosting overall project value by 25% on a weekly basis.

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