

# Serena(Luyao) Wu

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## EDUCATION

<b>University of Pennsylvania</b> , School of Engineering and Applied Science	<b>Philadelphia, PA</b>
<i>Master of Computer and Information Technology</i>	<i>Aug. 2024 – May. 2026</i>
Core Courses: Software Development, Computer and Network Security, Computer Systems, Software Analysis	
<b>State University of New York</b> (Fashion Institute of Technology)	<b>New York, NY</b>
<i>Bachelor of Science in Direct and Interactive Marketing</i>	<i>Aug. 2016 – May. 2020</i>

## SKILLS

**Programming Languages:** Java, C/C++, JavaScript, Python, HTML, CSS, Assembly, SQL, MySQL, R  
**Technology:** Spark, MongoDB, Docker, AWS, Node.js, Power BI, Tableau, Hugging Face, Pandas, NumPy, PyTorch

## PROJECT HIGHLIGHTS

<b>WeMeditate</b> (Full-Stack iOS App with AI Integration)	<i>Jan. 2025 – Feb. 2025</i>
Developed WeMeditate, an iOS application aimed at enhancing mental wellness through guided meditation	
<ul style="list-style-type: none"><li><i>Key Accomplishments:</i> Designed an intuitive user experience with animations and smooth transitions to create a calming atmosphere. Won the Best Presentation Award at the MCIT Hackathon</li><li><i>Methodologies:</i> Developed the iOS app using Swift and SwiftUI, ensuring a modern and user-friendly interface. Built the backend with Node.js and MongoDB, integrated LLMs (OpenAI GPT), allowing users to engage in AI-powered conversations for personalized mindfulness guidance</li></ul>	
<b>Battleship Game Development</b> (Java Project)	<i>Nov. 2024 – Dec. 2024</i>
Designed and implemented a strategic two-player Battleship game simulation in Java	
<ul style="list-style-type: none"><li><i>Key Accomplishments:</i> Engineered a dynamic gameplay framework, including customizable ship placement and intuitive turn-based mechanics</li><li><i>Methodologies:</i> Created an efficient grid-based representation for the game board; implemented algorithms for ship placement validation, attack resolution, and victory determination; developed robust hit/miss detection and game state evaluation systems to ensure accurate outcomes</li></ul>	

## WORK EXPERIENCE

<b>Baozun Inc. (Nasdaq: BZUN)</b>	<i>Jun. 2022 – Feb. 2023</i>
<i>Senior Data Analyst</i>	
<ul style="list-style-type: none"><li>Designed and implemented machine learning models to predict eCommerce performance metrics, optimizing product recommendations and increasing sales by 12% during key campaigns</li><li>Developed and deployed a consumer behavior segmentation model using clustering techniques (k-means, PCA), enhancing targeted marketing strategies and boosting conversion rates by 15%</li><li>Automated data pipelines and dashboards for real-time monitoring of key metrics across multiple platforms</li><li>Leveraged Python and Power BI for advanced data visualization and analysis, delivering insights that secured a 6-star rating in the 'Alibaba Service Provider Rating'</li></ul>	
<i>Data Analyst</i>	<i>Jan. 2021 – May. 2022</i>
<ul style="list-style-type: none"><li>Specialized in data mining on eCommerce platforms (Alibaba, JD, Douyin) and performed query optimization, dataset indexing, and manipulation using SQL and Python (NumPy, pandas, matplotlib, scikit-learn)</li><li>Conducted comprehensive research on market trends in the Fast-Moving Consumer Goods (FMCG) industry, leading to the identification of 15+ consumer trends that informed targeted marketing strategies</li><li>Executed cohort analysis for campaigns, identifying broader target groups, and achieving a remarkable 35% increase in the target audience pool during sales campaign</li><li>Prepared and analyzed main metrics, including CVR, CTR, UV, and GMV with Excel and SQL daily</li></ul>	

## ACTIVITIES

**Vice President of Phi Theta Kappa:** increased the number of scholarship applicants by 25% during my term  
**FIT Library Lab Monitor:** assisted students with technical issues for printing and software operations