

Yuntian Hou

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EDUCATION

Peking University

Beijing, China | Sep 2022 - Present

Bachelor of Arts in History

- **GPA:** 3.46 / 4.0
- Modern Chinese History, Python for Data Analysis, Applied Statistics, Visualizing China

Aoyama Gakuin University

Tokyo, Japan | Mar 2024 - Jul 2024

Exchange Program

- International Political Economy, Global Studies, Political Science, Japanese

MITx MicroMasters

Online | Mar 2024 - Jul 2024

Supply Chain Management

- Supply Chain Analytics

WORK EXPERIENCE

Microsoft - Developer Division (STCA)

Strategic Analysis Intern | Nov 2025 - Present

- **Developer Research & Competitive Analysis:** Conducted qualitative and quantitative research on AI-native IDEs (e.g., Cursor, Trae) to understand shifting developer workflows and adoption drivers; authored 10+ internal reports analyzing how context awareness shapes trust and reliance on Copilot features
- **User Behavior Analytics & UX Insight:** Used SQL and Power BI to analyze session-level telemetry and visualize onboarding drop-off patterns; identified key friction points in early user journeys, contributing to UX iterations that led to a 15% conversion increase for targeted Copilot modules
- **Product Feasibility & Translation:** Supported feasibility assessments for deploying Copilot plugins in complex enterprise environments by translating developer needs and organizational constraints into actionable insights for engineering teams, helping align system design with real-world usage contexts

Deloitte China

Consulting Project Intern | Aug 2025 - Nov 2025

- **Enterprise Data Architecture (AUDI):** Contributed to the development of a Customer Data Platform (CDP) for Audi's new EV brand, integrating fragmented user and vehicle telematics data to improve cross-functional data visibility across R&D, CRM, and Marketing
- **Strategic Metric Engineering:** Designed atomic-level KPIs (e.g., in-vehicle DAU, after-sales penetration) and corresponding data standards, enabling stakeholders to shift from channel-based reporting toward user-centric decision-making
- **System Lifecycle & Process Optimization (Siemens):** Supported ALM framework optimization through SOP restructuring to reduce cross-departmental coordination friction; participated in requirement translation and UAT for a complex price approval system, ensuring alignment between business pricing logic and system implementation

PROJECTS

ScholarScout

Independent Developer | Oct 2025 - Present

- Built an AI-powered academic identity verification system to resolve high-noise faculty data and same-name ambiguity across disciplines, supporting high-stakes academic decision-making
- Automated the end-to-end pipeline (web scraping → LLM-based validation → bilingual profiling), reducing manual verification time from ~2 hours to under 5 minutes (**20x efficiency gain**)
- Adopted by **50+** graduate applicants and academic consultants, enabling accurate verification of **1,000+** faculty profiles where precision outweighs scale

AI Content Creator & Community Lead

Xiaohongshu (RedNote) | Jul 2025 - Present

- Built an AI education channel translating LLMs, AI-native coding tools (e.g., Cursor, Trae), and prompt engineering into accessible guides; grew to 10,000+ followers with consistently high engagement
- Designed and monetized a structured knowledge product (Gemini 3 Pro Comprehensive Mastery Manual), generating \$400+ in paid sales and validating content–market fit
- Led a curated AI community of 500+ members; optimized content funnels and prompt templates using analytics, achieving engagement rates 25% above platform benchmarks

Visualization of Tang Dynasty Poets

Digital Humanities Developer | Mar 2025 - Jul 2025

- Built a data visualization system for Complete Tang Poems to analyze poetic imagery, stylistic patterns, and social networks using NLP and Python
- Processed and structured large-scale classical text data; delivered insights through 6 visualization formats in a public-facing video and poster presentation

Cardiovascular Risk Prediction

Data Analyst | Mar 2025 - Jun 2025

- Developed a heart disease risk prediction system using **240k+** CDC survey records, identifying key risk factors via statistical and ML methods
- Compared multiple ML models (Logistic Regression, Random Forest, GBDT) and built interaction models to evaluate synergistic effects, improving risk stratification accuracy

SKILLS

- **Data & Analytics:** Python (Data Analysis & Visualization), SQL, Power BI, Excel (VBA/Macros)
- **Product & Prototyping:** Generative AI Workflows (Cursor, Midjourney, GPT-4 API), Rapid Prototyping (Figma), ERP Implementation
- **Languages:** English (Fluent; TOEFL: R30/L28), Chinese (Native), German (Basic)