

YUNTIAN HOU

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EDUCATION

Peking University <i>Bachelor of Arts in History</i>	Beijing, China <i>Sep 2022 – Jul 2026 (Expected)</i>
– Relevant Coursework: Modern Chinese History, Python for Data Analysis, Applied Statistics, Visualizing China	
Aoyama Gakuin University <i>Exchange Program</i>	Tokyo, Japan <i>Mar 2024 – Jul 2024</i>

EXPERIENCE

Microsoft – Developer Division (STCA) <i>Strategic Analysis Intern</i>	Suzhou, China <i>Nov 2025 – Feb 2026</i>
– Conducted developer interviews, workflow analysis, and tool comparison on AI-native development environments (e.g., Cursor, Trae) to document shifts in everyday coding workflows.	
Deloitte China – Technology & Transformation <i>Consulting Project Intern</i>	Beijing, China <i>Aug 2025 – Nov 2025</i>
– Investigated the integration of fragmented user and vehicle telematics data into a Customer Data Platform (CDP) for a new EV brand, focusing on how shared data visibility supports cross-team collaboration.	
– Defined atomic-level KPI metrics and data standards (e.g., in-vehicle engagement, service penetration) to support a shift from channel-based reporting toward user-centered analysis.	
– Reviewed and restructured Application Lifecycle Management (ALM) workflows to reduce cross-departmental friction and align pricing logic with technical system implementation.	

MEDIA PROJECTS

PKU Affective Map <i>Participatory Mapping & Civic Media System</i>	<i>Sep 2025 – Present</i>
– Designed a participatory mapping prototype that collects students' memories and emotions as a form of local knowledge alongside official campus representations.	
Walking the Beijing Commute <i>Embodied Urban Inquiry / Method Project</i>	<i>Jan 2025</i>
– Traced a 20km daily subway commute on foot as an embodied research method to examine what institutional urban mobility data captures and overlooks.	
– Documented the walk through video and photography to identify experiential gaps between modeled movement and lived urban experience.	
Tokyo Street Photography <i>Visual Research Practice</i>	<i>Mar 2024 – Aug 2024</i>
– Conducted a sustained visual research practice during an academic exchange in Tokyo, focusing on everyday public space, infrastructure, and bodily presence.	
– Used repeated observation and editorial sequencing to analyze recurring situations and spatial routines in urban life.	

ADDITIONAL PROJECTS

ScholarScout

Independent Developer — Academic Information Systems

Oct 2025 – Dec 2025

- Designed an AI-supported information system for academic identity verification, addressing ambiguity in faculty names, affiliations, and publication records
- Developed a contextual matching workflow integrating disciplinary context, institutional metadata, and publication history to resolve same-name conflicts across academic fields

Visualization of Tang Dynasty Poets

Historical Data Modeling & Visual Analysis

Mar 2025 – Jul 2025

- Designed a visual analysis system based on *Complete Tang Poems* to examine imagery patterns, thematic emphasis, and relational structure across poets
- Translated historical research questions into data representations to support interpretive visualization and comparative reading

Cardiovascular Risk Prediction

Data Analysis & Predictive Modeling

Mar 2025 – Jun 2025

- Analyzed large-scale public health datasets to examine relationships among demographic, behavioral, and clinical risk factors
- Compared statistical and machine learning approaches with attention to interpretability and modeling limitations

SKILLS

Computational Practices: Python, SQL, data preprocessing

AI-Supported Prototyping: OpenAI Codex, Claude Code

Media & Interaction: participatory mapping, geospatial annotation, interface prototyping (Figma), p5.js

Research Methods: archival research, qualitative analysis, workshop facilitation

Languages: English (Fluent), Chinese (Native), German (Basic)