

# Wei-Ting Liu

 Waynting |  waiting5928 |  waynspace.com |  wayntingliu@gmail.com |  +886905172262

## SUMMARY

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Frontend engineer focused on **fast, reliable, accessible AI-powered UX** in **Next.js + TypeScript**. I move from prototype → production quickly, then harden with **tests, metrics, and Core Web Vitals**. Comfortable across React Server Components (RSC), streaming UI, SSR/ISR, edge-aware data fetching, and A/B instrumentation.

## WORK EXPERIENCE

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**ABConvert — Startup Generalist Summer Intern (Product/AI)** 2025 – Present

- Built a **Next.js (App Router) + TypeScript** frontend with SSR/ISR, edge-aware data fetching, React Query caching, and streaming UI; optimized Core Web Vitals and stabilized route transitions under load.
- Shipped **experimentation UI for pricing**: A/B instrumentation, **always-valid (sequential) monitoring**, **CUPED** variance reduction, and guardrails/rollbacks for safer launches.
- Authored the spec for an **Experiment Design Wizard**: given goals, traffic, and risk, it proposes candidate variants, sample sizes/power, monitoring boundaries, and rollout plans.
- Explored **pricing analytics**: elasticity (log-log), uplift/heterogeneous treatment effects (e.g., causal forests) to inform targeting and follow-on tests.
- Built an internal **RAG knowledge agent** (LoT + retrieval filters) to answer product/experimentation questions from company docs; improved onboarding and self-serve support.

## PROJECTS

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**Price Test Smalltool (ABConvert)** [GitHub Repo](#)

*Next.js + TypeScript + Tailwind + Vercel*. Interactive simulator that shows how pricing impacts **conversion, revenue, and profit**. Supports manual inputs + CSV upload, **COGS/fees/shipping** cost model, **OEC** optimization, and quick recommendations. Designed as a **pre-sales/education** tool to explain when/why to run real A/B tests; pairs with CUPED/always-valid monitoring principles used in product.

**Knowledge-Retrieval Agent** [GitHub Repo](#)

*Node.js + RAG + SQL*. Internal Q&A agent answering from company docs; LoT prompting, retrieval filters, grounding/guardrails; improved doc discoverability and onboarding.

**Headless CMS Blog Platform (My Personal Website)** [Live Site](#)

*Next.js + WordPress (REST API)*. Migrated monolithic WordPress blog into a headless CMS; used REST API to fetch pages and blog posts, integrated with Next.js frontend for faster rendering, image optimization, and flexible deployment on Vercel.

**Nojo apps — CTO** 2024 – Present

Led **official website** build and non-technical operations (branding, community, documentation). Contributed to product goals/roadmap for a student **schedule & activity-matching** app. Site: [nojo-official.vercel.app](#).

# EDUCATION

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- 2024 – 2028 (exp.)

**National Taiwan University (NTU)** — B.B.A., Information Management  
Relevant coursework: Data Structures & Algorithms, Web Systems.
- 2025 – 2028 (exp.)

**National Taiwan University (NTU)** — Double Major, Trans-disciplinary Bachelor Degree Program (College of Innovation)  
Focus: Interdisciplinary, project-based learning with a self-designed theme. Emphasis on product innovation, design thinking, and real-world practice.

# AWARDS & LEADERSHIP

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- 2024 – Present

**Camera Drift (NTU)** — Organizer/Photographer. Designed and ran a cross-campus photo program; logistics, onboarding, & exhibition; sharpened **composition + accessibility + storytelling** used in UI work.
- 2025

**PDAO(Programming Design And Optimization) Competition** — 5th overall, 1st in Department (IM).

# SKILLS

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Languages/FE	TypeScript, JavaScript, HTML, CSS, Tailwind, C++, Python
Frameworks	React, <b>Next.js (App Router, RSC/Streaming, SSR/ISR, Edge runtime)</b>
Data/State	React Query, SWR, REST/GraphQL, SQL basics
Product/UX	Accessibility (WCAG), design systems/tokens, metrics-driven iteration