

YIXUAN YANG

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EDUCATION

Boston University

Master's, Applied Business Analytics

January 2025 - December 2025

Boston University

Master's, Global Marketing Management

September 2023 - December 2024

Drexel University

Bachelor's, Animation & VFX

September 2019 - June 2023

PROFESSIONAL EXPERIENCE

Disguiser Party Game Lounge

Founder

November 2020 - June 2024

- Implemented changes based on customer feedback to boost customer retention and satisfaction by collecting qualitative feedback from customers.
- Managed project data efficiently while founding a business by using GitHub for version control and data management.
- Increased consumer base by 30% within six months by conducting comprehensive market research to analyze consumer trends and preferences, driving targeted marketing strategies.

HardBoiled Studios

Animation 3D Modeler

October 2021 - April 2023

- Improved customer engagement and immersion by designing game CG and 3D assets based on user feedback, leveraging data visualization techniques in Tableau and Power BI.
- Resolved technical issues pre-publication by partnering with programmers and animators, applying GitHub for version control and collaboration.
- Optimized asset design through statistical analysis and customer surveys, contributing to customer retention strategies and leveraging R for data science applications.

Tencent

Game Planning Intern

July 2022 - September 2022

- Provided actionable insights for gameplay development by conducting statistical analysis and applying data science methodologies on user data and customer surveys.
- Identified key metrics for customer engagement by analyzing customer surveys and user feedback, applying statistical methods and customer retention strategies.

Houdini.School

Digital Media Intern

April 2022 - September 2022

- Improved video content alignment with enrollment goals by editing promotional videos using feedback and customer engagement data, ensuring content resonated with target audiences.
- Streamlined content creation process by leveraging GitHub for collaborative video editing and version control, ensuring efficient content updates and revisions.
- Identified key content drivers for customer retention by conducting statistical analysis on customer surveys and video engagement data using Python.

PROJECTS & OUTSIDE EXPERIENCE

GitHub Website - [Link to project](#)

Boston, MA, USA

Evaluating Personal Job Market Prospects in 2024

January 2025 - May 2025

- Enhanced portfolio visibility and technical skill demonstration by developing and hosting a personal portfolio website using Quarto on GitHub Pages, integrating data analysis elements with an AWS EC2 instance to showcase web development proficiency.
- Demonstrated data science and visualization capabilities by integrating data analysis elements using Python and R into a personal website, highlighting skills in data science and visualization.
- Utilized GitHub for version control, streamlining project management processes and ensuring seamless updates and collaboration on the portfolio website.

SKILLS

Skills: Python, Power BI, Wordpress, Unreal Engine, Adobe Premiere Pro, Market Research, Data Analysis, Video Editing, Git, Excel/Numbers/Sheets, SEO, R, AWS, SQL, Business Analytics