# YUANLUN (ALAN) XU
Prague, CZ | Wellesley, USA | +1 (323) 640 0787
yxu6@babson.edu | github.com/alanxurox | linkedin.com/in/alanxurox

## SUMMARY
Eager and quick-learning programmer leveraging academic coursework in software design, object-oriented programming, and collaborative problem solving. Seeking to break into web development and contribute coding skills to build functional, user-friendly websites and applications.

## SKILLS
- **Languages:** Python, R, HTML/CSS, Java, SQL, no-SQL, Matlab, Mongosh, Swift, Shell, DAX
- **Technical Toolkit:** git, Shiny Web Apps, GPT/LLM Prompt Engineering, Web Scraping, , Excel & Computational Modeling, PowerBI, UciNet, MongoDB, Tableau, Neo4j, Zapier, Slack integrations, NumPy, Pandas, Scikit, APIs
- **Achievements:** Computing Medal and Scholarship Program $32,000 Award Recipient, Bausch and Lomb Honorary Science Award $44,000 Scholarship Recipient, Weissman Fellowship $1,500 Grant Recipient, Magna Cum Laude

## EDUCATION
**Massachusetts Institute of Technology (MITx) | Wellesley, MA**                    Mar 2023 - Aug 2024
**MITx MicroMasters in Statistics and Data Science &  Applied Data Science Certificate**
- Relevant coursework: Foundations for Data Science, Data Analysis & Visualization, Machine Learning, Deep Learning, Recommendation Systems, Development with Generative AI API, Applications for Business

**Babson College, School of Business | Wellesley, MA**                    Aug 2020 - Dec 2023
**Bachelor of Science Candidate**
**Business Analytics & Technology Entrepreneurship**
- GPA : 3.63/4.00, Major GPA : 3.85/4.00, Dean's List
- Relevant coursework: Programming with R for Business Analytics, Technology and Business Innovation, QM for Business Analytics, AI in Business, Business Intelligence and Data Analytics, Mgmt and Entrepreneurship, Enterprise 2.0 Digital

**Franklin W. Olin College of Engineering | Wellesley, MA**                    Jan 2021 - Dec 2023
**Engineering Certificate Candidate**
- Relevant coursework : Software Design, Computational Neuroscience (Brandeis Graduate), Just Energy (Wind Energy)

## PROFESSIONAL EXPERIENCE
**AI Engineer | Vela Consulting | Remote**                    Jul 2023 - Sep 2023
- Collaborated with a full stack engineer on an AI product that scrapes industry news and generates consulting reports, utilizing Python's Selenium, requests and OpenAI API calls
- Assisted with RestAPI and web/server-side development by SSH-ing into AWS and editing vercel content
- Led LLM prompt tuning and engineering, assuring API returns in correct JSON formats and integrating code interpreters to visualize qualitative data

**Digital Marketing & Branding Intern | EATA WESTERN RESTAURANT | Beijing, China**                    Apr 2022 - Jul 2022
- Innovated a pastry ordering mobile page with no-code solution during COVID, facilitating UI/UX accessibility and increasing loyalty for 900+ customers
- Streamlined marketing campaigns by analyzing data and optimizing social media strategies, consolidating online presence and brand

## PROJECTS
**Dopamine Management App (Academic) | Wellesley, MA**                    Sep 2022 - Dec 2022
- Designed mobile app prototype to help users optimize motivation through neuroscience principles
- Created clickable UI flows and wireframes using Figma prototyping tools
- Conducted user journey map and customer personas to gather feedback on UX and features

**Startup Shopify Website (Academic) | Wellesley, MA**                    Jan 2022 - May 2022
- Redesigned Shopify ecommerce site to align with brand image and boost conversions, lowered website bounce rate by 27% and increased conversion rate by 12% by improving product information through A/B testing of theme variations
- Utilized themed templates and low-code solutions to better facilitate website development and conversion
- Collaborated with marketing team to ensure consistent messaging by engaging storytelling elements like "Who We Are" and "About Us" pages to align with brand image; analyzed to identify issues and across preference and sales funnel