

FULIANG XU

✉ trevorxu@berkeley.edu · ☎ (+1) 628-306-8780

🎓 EDUCATION

University of California, Berkeley

Aug. 2018 – Dec. 2024

Bachelor of Art in Computer Science

🏢 WORK EXPERIENCE

YumChina | Shanghai, China

Jan. 2021 – May 2024

- Developed and maintained ETL pipelines for KFC's sales and transactional data, ensuring accurate data transformation and seamless integration with downstream applications.
- Implemented scalable Python scripts for data cleaning and transformation, significantly improving data quality and reliability.
- Utilized SQL to design and manage databases in Hive, enabling efficient storage and querying of large datasets.
- Led the development of a daily sales prediction model for over 5,000 KFC stores across China using ensemble learning, improving forecast accuracy by 20% compared to the previous system.
- Detected and addressed supply chain inefficiencies by analyzing seasonal patterns, reducing national supply underflow by 30% through improved logistics planning.
- Built regression models to analyze pricing sensitivity for Pizza Hut products, providing actionable insights for pricing strategy.
- Collaborated with cross-functional teams on business analysis projects, including monitoring user engagement and assessing the impact of marketing initiatives.

upSWOT | Berkeley, CA

Sep. 2019 – Dec. 2020

- Worked on the eCommerce team of four interns and a mentor with a goal of using data to observe and test CRM and analyze how a client company could better maximize its profit.
- Tracked issues, needs, and preferences of large companies to help lenders and insurers cross-sell more and in a highly automated way.
- Utilized SQL to design and manage databases in Hive, enabling efficient storage and querying of large datasets.
- Performed EDA and data cleaning on client datasets.
- Used NumPy to help organize the tables extracted from the API.

Coconut Island | Shanghai, China

June 2019 – Aug. 2019

- In-game Pop-up and Website Development: Designed, developed, and maintained in-game pop-up web pages and multiple game-related websites using HTML, CSS, and JavaScript, ensuring consistent performance across devices and screen sizes.
- User Experience and Performance Optimization: Enhanced player experience through the implementation of animations, responsive designs, and performance optimization techniques like code splitting and lazy loading for fast, smooth interactions.
- Cross-team Collaboration and A/B Testing: Worked closely with game designers, back-end developers, and the marketing team to seamlessly integrate pop-ups within the game, conducted A/B testing, and optimized user engagement and conversion rates.
- Backend Integration with Python Django: Leveraged Python Django to integrate and manage user data, providing personalized content and efficient data collection for enhanced user experience.

⚙️ SKILLS

- Proficient in Python, Java, HTML/CSS, JavaScript, Shell, SQL.
- Experienced with Git, QEMU, Docker, AWS, GCP, Jenkins, Vivado, Unreal Engine 4, Hive, Pandas.
- Strong knowledge of Linux, RISC-V, Spring Boot, Kafka, Gin, gRPC, React.js, Vue.js, Redis, MongoDB, SPDK.