Chang LIU

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EDUCATION

Boston University   Sep 2019 - May 2021
MS in Media Science, focusing on marketing communication research | Major GPA: 3.95/4.0   *Boston, MA*
  • Related Courses: Communication Research Method, Sampling Design and Measurement,
    Developing Interactivity, Web analytics and Mining

Zhongnan University of Economics and Law (ZUEL)   Sep 2015 - Jun 2019
Bachelor of Economics in Insurance | Major GPA: 3.73/4.0   *Wuhan, China*

RESEARCH EXPERIENCE

CS Department, Metropolitan College, Boston University   May 2020 - Present
Research Assistant, with Prof. Reza Rawassizadeh   *Boston, MA*
  • Paper in submission: Chang Liu, Reza Rawassizadeh, Milad Dehghani, Shahin Gheitanchi, "Scientific or
    Technological Driving Force? Identifying Trends of Blockchain Technology for Healthcare in Industry and
    Academia"
  • Scraped, cleaned and analyzed thousands of articles from academia repositories (DBLP, PubMed)
  • Applied feature engineering, topic modeling, sentiment analysis and visualized research result
  • Assisted in editing, designing visualization and running experiments for validation of an under-preparation data
    science book

Global Development Policy Center, Boston University   Sep 2020 - Present
Research Assistant, with Prof. Lei Guo   *Boston, MA*
  • Conducted content analysis and sentiment analysis on 1000+ news article related to Chinese economy
  • Proposed filter rules for fetching news articles, increased article relevance

INDUSTRIAL EXPERIENCE

Netease Games   May 2019 - Jul 2019
Intern, Film & TV department   *Beijing, China*
  • Hosted 6 focus groups and produced analytical reports to provide support for concept design of film projects
  • Constructed social media hearing dashboard on pop culture for several departments
  • Designed Survey for early-stage film projects to identify investment opportunities, film will premiere in 2021

Kantar Millward Brown   May 2018 - Sep 2018
Intern, Quantitative Research   *Beijing, China*
  • Designed 20+ surveys for elevator advertising effectiveness test projects
  • Applied statistical analysis on survey data and resolved client's needs by discovering insights
  • Composed 20+ final research reports, visualized data and presented suggestions to clients
  • Proposed research design plan for 30+ research projects for clients and got approved

SELECTED PROJECTS

Adobe + Netflix Creative Jam   Jun 2020
UX Designer, Co-watching website design   *Boston, MA*
  • Conducted 3 in-depth interviews to identify users' expectation, generated to specific design objectives
  • Designed user flow and created 15+ low-fi and hi-fi wireframes
  • Finished all works in 48 hours with teammate and generated an interactive prototype

Chinese Z generation's Choice of Online Video Platforms   Feb 2020 - May 2020
Researcher, Advised by Prof. Michael Elasmar   *Boston, MA*
- Designed research to find out factors affect Chinese Z generation's choice of online video platforms
- Constructed a test-survey based on The Theory of Planned Behavior model and collected 104 samples
- Analyzed measures and generated final survey for future use with an academic report

TEACHING EXPERIENCE

MET CS 688 A1: Web Analytics and Mining   Summer 2020
Graduate teaching assistant for Prof. Reza Rawassizadeh

SKILLS

Data Science:
- Unsupervised Machine Learning Algorithms: Clustering (k-Mean, k-Medoid, DBScan, OPTICS, BIRCH, Slink, CURE, Diana, Gausian Mixture Model), Association Rule Mining (Apriori, FP-Growth, Ecalt), Sequence Mining (GSP, SPADE, FreeSpan, PrefixSpan), Topic Modeling (LSA and LDA)
- Feature Engineering: (Time seires, Signal and Image)
- Statistical Analysis (A/B Test, parametric and non-parametric tests, statistical distribution modeling)

Technical: JavaScript, HTML/CSS, Python, SPSS, R, Tableau, LaTex, SQL

Visual: Photoshop, Illustrator, AdobeXD, Sketch, Axure, Prezi, Final Cut Pro

AWARDS & HONORS

Merit-based scholarship from College of Communication, Boston University   2019
Excellent Individual in Field Research of ZUEL (Top 3%)   2016, 2017
Renmin merit-based Scholarship of ZUEL (Top 15%)   2016, 2017