Lu, Hsin-Jung (Ivy)
+886-905-511597 ｜ hsinlu0511@gmail.com

EDUCATION

National Taiwan University (NTU)   **Taipei, Taiwan**
Bachelor of Business Administration - Division of Technology Management   Sep. 2021 – Jun. 2025
GPA: 4.0/4.3

University of Lausanne: HEC Lausanne   **Lausanne, Switzerland**
Exchange Student - Faculty of Business and Economics   Sep. 2023 – Feb. 2024
Courses: Artificial Intelligence in Business, B-to-B Marketing

WORK EXPERIENCE

Winmate Inc.   **New Taipei, Taiwan**
A leading manufacturer of rugged computing, industrial automation, and IoT solutions designed for challenging environments
AI Project Manager – IoT Development Department   Jul. 2025 - Present

- Develop a department-specific AI chatbot using RAG and Open WebUI, improving cross-department knowledge retrieval efficiency and reducing repetitive inquiries to PMs
- Support LLM training for automated Bill of Materials (BoM) generation, cutting manual preparation time and accelerating project initiation cycles
- Lead market survey for a potential M&A (NT$380M valuation) and co-organized the annual VIP Forum with 200+ global partners and clients

PwC Taiwan   **Taipei, Taiwan**
Business Consultant Intern – Digital Transformation Team   Jul. 2024 - Dec. 2024

- Supported 10+ interviews with C-level executives and agencies, analyzing digital transformation impacts on Taiwan's small and medium enterprises
- Contributed to an NT$80M government project, coordinating with partners like TCA (Taipei Computer Association) to align public-private collaboration
- Researched AI applications in the manufacturing industry and analyzed 1,200+ data entries to deliver actionable strategies for improving SME competitiveness

DBS Bank   **Taipei, Taiwan**
Technology and Operations Intern – IT Infrastructure Team   Jul. 2023 - Aug. 2023

- Managed fixed asset, using Excel for data analysis during Citibank's consumer banking acquisition
- Supported and mentored 100+ users in IT training, hardware/software troubleshooting, and system upgrades
- Produced training videos to streamline the onboarding process and ensure company policy consistency

ANALYTICS PROJECT EXPERIENCE

WeMo Scooter Customer Segmentation Analysis & Acquisition Strategy, Data Analytics Club
Skill matrix: Python, ML algorithms (K-Means, K-Prototypes, HDBSCAN)   Mar. 2025 - Jun. 2025

- Analyzed 150K+ user and rental records, applied ML algorithms for user segmentation, and identified key user groups to optimize marketing strategies and enhance key users' engagement

Housing Price Analysis, Statistical Data Analysis for Business and Management Course
Skill matrix: R, RStudio, statistical analysis, data visualization   Sep. 2024 - Dec. 2024

- Conducted data preprocessing, exploratory analysis, regression modeling, and model evaluation in R to identify key factors influencing Taipei housing price

Itinerary & Activity Recommendation System, Programming for Business Computing Course
Skill matrix: Python, web crawling, GUI design, data visualization   Feb. 2023 - Jun. 2023

- Used Python to crawl data from movie and restaurant websites and developed an Itinerary Recommendation System in Taipei with an interactive interface for an intuitive user experience

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EXTRACURRICULAR ACTIVITIES & LEADERSHIP POSITIONS

Data Analytics Club, NTU   **Taipei, Taiwan**
Vice President   Jul. 2025 - Jun. 2026
- Led recruitment of 400+ applicants and managed a 100+ member community across four departments
- Partnered with 10+ industry sponsors to design real-world data projects and mentored members on project execution
- Organized 30+ workshops and guest speaker events on Python, SQL, and ML, boosting member skills and engagement

Member   Sep. 2024 - Jun. 2025
- Solved business cases using SQL, Tableau, Python, and Excel
- Extracted insights and conducted data analysis reports to illustrate findings

College of Management Student Association, NTU   **Taipei, Taiwan**
Member of Academic Department   Sep. 2022 - Aug. 2023
- Conducted qualitative and quantitative marketing analysis for Uber Eats revenue project
- Conducted user research for Oatley, applying customer segmentation and user personas to support brand strategy

TEDx National Taiwan University (TEDxNTU)   **Taipei, Taiwan**
Member of Event Planning   Sep. 2022 - Aug. 2023
- Orchestrated TEDxNTU annual exhibitions to raise awareness about social issues, such as the post-pandemic era, hustle culture, and body dysmorphic disorder
- Hosted TEDxNTU annual conferences, managed speaker coordination, and led event promotions

HONORS & CERTIFICATION

Certificate of Specialization: Operations and Business Data Analytics,   Jun. 2025
Business Administration, NTU
- Completed the courses: Supply Chain Management, Logistics Management, Statistical Data Analysis for Business and Management, Operations Management, Management Science Model

ATCC National Business Case Competition, **ATONA**   Feb. 2022 - Apr. 2022
Quarter Finalist (Top 40 out of 300 groups)
ATCC is one of Taiwan's most prestigious national case competitions for university students.
- Partnered with Carrefour Taiwan to develop solutions addressing animal welfare concerns related to cage-free eggs
- Conducted market research on Taiwan's younger generation through 300+ surveys and semi-structured interviews
- Analyzed target audience and designed innovative marketing strategies to enhance public awareness and brand positioning

VOLUNTEER EXPERIENCE

National Taiwan University   **Taipei, Taiwan**
International Student Volunteer   Sep. 2022 - Feb. 2023
- Assisted international students with visa applications, dormitory arrangements, course selection, and enrollment
- Coordinated social and cultural activities to foster integration and offered personalized support to help them adapt to Taiwan

SKILLS
- **Languages:** Mandarin (Native), English (Fluent)
- **Computer:** MySQL, Tableau, Python, R, Java, C++, Power BI, Microsoft Excel, PowerPoint, Word