William Liu

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EDUCATION

BSc., Computer Science — London, ON
Western University — *Sep 2022 – Present*
- Cumulative GPA: 4.0/4.0 (94.6%), Dean's Honour List
- Advanced Entry Opportunity to Ivey Business School

PROFESSIONAL EXPERIENCE

Campaign Assistant Intern — May 2023 – August 2023
Streamforge — *Remote*
- Developed a Node.js application to fetch upcoming game release data using the IGDB and Steam Web API, generating over 800 potential sales leads for a cross-functional team
- Generated thousands of click-throughs for the marketing of major indie and triple-A video game titles through the creation of targeted creator rosters by analyzing creator metrics and data
- Corresponded with numerous major creator talent agencies to secure over 270 influencers for eleven campaigns
- Proposed and advocated for the implementation of new product features to streamline the automation of the company's internal outreach system in coordination with the Engineering team

UX Intern — Nov 2022 – Apr 2023
Cafezia Coffee — *London, ON*
- Decreased user bounce rate for company's online store through the communication of key UI and UX research findings to development team and leadership
- Identified multiple new strategies for customer acquisition including geographical targeting and search engine optimization based on analysis of company sales metrics

PROJECTS

Sunshelf | *Next.js, Flask, MongoDB* — github.com/liuwllm/sunshelf
- Built a full-stack web application using JavaScript and Python to create exportable vocabulary flashcards through the upload and analysis of Japanese text documents
- Integrated a Python wrapper for MeCab, an open-source library used to identify and segment Japanese sentences into individual words for further analysis
- Created a Python script to parse Japanese dictionary XML file to reduce processing time by 300% over requesting dictionary information through dictionary API calls
- Implemented a robust RESTful API using Flask to handle CRUD requests on the backend

Let Them Cook | *Next.js, React, Chakra UI, Tailwind CSS* — devpost.com/software/let-them-cook
- Developed a React frontend for a recipe recommendation app based on the available ingredients of the user to win Best Beginner Hack for PrideHacks 2023
- Built a user interface for users to search for ingredients using React hooks and components built with Chakra UI

EXTRACURRICULARS

VP Design — Oct 2022 – Present
Western Founders Network — *London, ON*
- Oversaw logistics and event planning for the Product Design Sprint competition, attracting over 100+ participants
- Developed design system and branding assets for major case competitions and hackathons hosted by the club

Design Organizer — May 2023 – Present
Hack Western — *London, ON*
- Worked in a team of three to design the promotional website UI and application portal user flow for Western University's largest hackathon

TECHNICAL SKILLS

Languages: JavaScript, Java, Python, HTML, CSS, SQL, XML
Frameworks: React, Next.js, Node.js, Express.js, Flask, Chakra UI
Tools: Git, Github, MongoDB, Linux, Android Studio, Jira, Miro, Figma, Notion
Interests: Language Learning, Cooking, Drawing