William Liu

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EDUCATION

BSc., Computer Science   London, ON
Western University   *Sep 2022 – Present*
- GPA: 4.0/4.0 (96.8%), Western Scholarship of Excellence ($6000)
- Advanced Entry Opportunity to Ivey Business School

EXPERIENCE

UX Developer Intern   Nov 2022 – Present
Cafezia Coffee   *London, ON*
- Communicated key UI and UX research findings to development team and leadership, decreasing user bounce rate for company's online store by 18%
- Identified key performance metrics and testing methods to target new customer engagement strategies based on company metrics and competitor analysis
- Conducted data analysis to identify strategies for customer acquisition including geographical targeting and search engine optimization

PROJECTS

Kanji Detect | *Python*
- Developed an application using Python to scrape Japanese kanji characters from text documents
- Implemented API calls to retrieve data from online dictionaries
- Included option to generate Excel files with retrieved data to export to flashcard software, increasing efficiency by up to 50%

EWC App | *XML, Kotlin*
- Designed the front-end for an Android app featuring glossary of watch terms and a list of related videos in Figma
- Implemented UI using XML layouts and Kotlin

TECHNICAL SKILLS

Technical Languages: JavaScript, Java, Python, HTML, CSS, SQL, XML
Frameworks: React, Next.js, Node.js
Tools: Git, Github, Bash, Linux, Android Studio, Jira, Miro
Other Software: Adobe Illustrator/Photoshop, Figma, Microsoft Excel
Interests: Language Learning, Cooking, Drawing

VOLUNTEER EXPERIENCE

Design Director   Oct 2022 – Present
Western Founders Network   *London, ON*
- Oversaw logistics for the Product Design Sprint competition and secured judges through cold outreach methods
- Developed branding communication and assets for MapleHacks hackathon including sponsorship package, improving sponsor response rate from cold outreach
- Increased social media impressions by 15% through the consistent delivery of social media posts targeting key student demographics

Researcher   Oct 2022 – Present
Ivey Business Review   *London, ON*
- Evaluated the feasibility of operations strategy solutions proposed by article authors by examining company financial data and relevant competitor analytics
- Presented strategic input and feedback during regular team discussions with leadership for article based on industry trends and company analysis