

# William Liu

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## EDUCATION

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### BSc., Computer Science

*Western University*

London, ON

Sep 2022 – Present

- GPA: 4.0/4.0 (96.8%), Western Scholarship of Excellence (\$6000)
- Advanced Entry Opportunity to Ivey Business School

## EXPERIENCE

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### User Experience Intern

Nov 2022 – Present

*Cafezia Coffee*

London, ON

- Communicated key user and customer experience research findings to development team and leadership, decreasing user bounce rate for company's online store by 18%
- Revamped customer engagement strategies such as regular email newsletters and website content through the development of performance metrics based on company data and competitor analysis
- Identified and prioritized major customer acquisition strategies including geographical targeting and search engine optimization by conducting data analysis

## EXTRACURRICULAR EXPERIENCE

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### Design Director

Oct 2022 – Present

*Western Founders Network*

London, ON

- Attracted over 100+ participants for the Product Design Sprint competition by overseeing event planning and logistics
- Increased social media impressions by 15% through the consistent delivery of social media posts targeting key student demographics
- Developed branding communication and assets for MapleHacks hackathon including sponsorship package and social media posts

### Researcher

Oct 2022 – Present

*Ivey Business Review*

London, ON

- Oversaw major editorial changes for business articles during regular team discussions with leadership based on focusing on article structure and strategic soundness of proposed business strategy
- Evaluated the feasibility of operations strategy solutions proposed by business article authors by examining company financial data and relevant competitor analytics

## TECHNICAL SKILLS

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**Technical Languages:** JavaScript, Java, Python, HTML, CSS, MySQL, XML

**Frameworks:** React, Next.js, Node.js, Express.js

**Tools:** Git, Github, Bash, Linux, Android Studio, Jira, Miro

**Other Software:** Adobe Illustrator/Photoshop, Figma, Microsoft Excel

**Interests:** Language Learning, Cooking, Drawing

## PROJECTS

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### Kanji Detect | *Python*

- Developed an application using Python to scrape Japanese kanji characters from .txt and .pdf files
- Implemented API calls to retrieve data from online dictionaries
- Included option to generate Excel files with retrieved data to export to flashcard software, increasing flashcard generation 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

### Manga Lib | *MySQL, Express.js, React, Node.js*

- Created a CRUD application with a MySQL database to store list of manga read by user
- Developed a RESTful API for the back-end and a React front-end