

# Michael Liu

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## WORK EXPERIENCE

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### University of Rochester

Aug. 2023 – April 2024

*Teaching Assistant - Workshop Leader*

*Rochester, NY*

- Led introductory programming and computer science workshops (**CSC171 & CSC161**) to help students grasp fundamental and advanced topics.
- Applied best practices and encouraged communication and problem-solving skills through **facilitating small discussion-based workshops**, resulting in higher participation rates.
- **Independently facilitated** a CASC353 meeting (Workshop leader training class) in the absence of instructors with guidance from the director of the CASC course, demonstrating **strong leadership and ability to adapt**.

### UX Club

Aug. 2023 – April 2024

*UR Housing Member*

*Rochester, NY*

- Revamped the University of Rochester's housing website utilizing **Figma** and **Miro**, enhancing user experience with improved functionality.
- Conducted **stakeholder mapping, interviews, surveys, empathy mapping, and affinity diagrams** to gather and analyze user insights.
- Collaborated closely with team to develop and communicate **clear design guidelines**.

### Roclab

Sep. 2023 – January 2024

*Content Specialist*

*Rochester, NY*

- **Worked closely with Roclab leadership** and marketing team to **effectively promote** Roclab and its innovative solutions.
- Developed and **finalized a marketing plan** for Spring 2024 to promote a modernized course management website (**Melcourses**) to the University's **11,000+ students**.

## SKILLS

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### WorldIssuesNetwork

Oct. 2020 - Present

*Founder*

*Brooklyn, NY*

- Founded and led a non-profit group aimed at providing unbiased global news utilizing **Canva, SEO tools, and Instagram analytics**.
- Built executive team to optimize content creation and expand WorldIssuesNetwork's mission to over 7 countries.
- Developed an effective marketing strategy that resulted in a 700% increase in followers and 200% increase in engagement.

### NYCMFOfficial

Sept. 2021 – Present

*Marketing Lead*

*Brooklyn, NY*

- Spearheaded efforts to promote events navigating through Covid era, boosting user engagement by **700%** through strategic initiatives and **data-driven content**.
- Tailored and optimized engaging social media content using Canva to promote newsletters and events, by **utilizing data-driven marketing tactics**

## PROJECTS

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### Welcome to Brooklyn Latin

<http://youtu.be/KqmtTB-qfSc>

*Director and Co-Editor*

*Brooklyn, NY*

- Conceived, planned, and led the creation of the first virtual tour of the Brooklyn Latin School. Worked closely with a team of three students and school leadership to film and edit, resulting in over **6,100 views**.

### DSA Video

<https://youtu.be/QVfxRv6XN5E>

*Director*

*Rochester, NY*

- Led and organized a group of **19 students** to create a video demonstration of the insertion sort algorithm. Assigned clear roles, supervised participation, and oversaw the editing process. Edited the video using **DaVinci Resolve** and **Clipmaker 3** from Panzoid.

## EDUCATION

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### University of Rochester

Rochester, NY

*B.A. Computer Science*

*May 2026*