

# PIERCE LUU

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## Education

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### University

*Bachelor of Applied Science in Computer Engineering*

**Expected Graduation: June 2030**

*University of Toronto - CGPA: 3.68*

## Experience

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### GamePill

**Feb 2024 – June 2024**

*Game Development/Testing Co-op*

*Vaughan, Ontario*

- Tested and refined gameplay systems for the game **Hangry**, debugging **50+ issues** and contributing to rapid prototypes in **Unreal Engine (C++)**.
- Collaborated with designers and artists to evaluate UX/UI, documenting and prioritizing **150+ bugs and improvement suggestions** using Git and Google Sheets.
- Participated in **10+ cycles**, gaining hands-on experience in agile workflows and version control.

### University of Toronto Aerospace Team - Rocketry

**October 2025 – Present**

*Avionics Sub-Team Member*

*Toronto, Ontario*

- Learned embedded systems programming with **C** in **STM32CubeIDE** to develop a **GPS tracking driver** using a **NEOM9N** breakout board with **STM32 Nucleo-L45RZI**
- Implemented **interrupt-based** data collection achieving over **10** position updates per second with **zero** data loss.

## Projects

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### Questr

**Oct 2025 – Nov 2025**

*Hackathon Project – NewHacks (University of Toronto)*

- Developed a full-stack web app using **Flask (Python)**, **SQLite**, and **Bootstrap 5** to deliver personalized daily wellbeing tasks powered by the **Google Gemini API for task personalization**.
- Built a sentiment analysis module with **TextBlob** to evaluate user reflections and visualize emotional trends using **Chart.js**.

### Consulting Engineering Projects - SmartCashbackTV

**Oct 2025 – Present**

*Full-Stack Developer - University of Toronto Engineering Student Consulting Association*

- Developer for the **advertisement scheduling system** sub-team, enabling restaurants to automatically replace third-party advertisements with customized content through an easily navigable web dashboard
- Developed an ML verification pipeline in **Python** to classify ad vs. non-ad segments in offline video, **reducing false positives** from heuristic detection using audio-visual features and a trained classifier
- Reduced ad-segment detection latency by **approximately 80%** by optimizing preprocessing and feature extraction pipelines (**OpenCV**, **Librosa**), enabling faster offline ML inference

## Leadership Experience

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### Government of Canada

**Feb 2024 – Sep 2025**

*Voter Outreach Strategist*

*Vaughan, Ontario*

- Led a team of **10+ volunteers** in door-to-door canvassing for **MP Francesco Sorbara**, engaging with **hundreds of community members** and documenting voter sentiment to support campaign strategy.
- Conducted field research with **500+ residents**, gathering insights to inform strategic recommendations for voter outreach.

## Technical Skills

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**Languages:** Python, HTML5, CSS, C++, C, JavaScript

**Frameworks/Tools/Libraries:** Flask, GitHub, scikit-learn, Tailwind CSS, STM32CubeIDE, TextBlob