VENETIA LIU

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EDUCATION

New York University   **New York, NY**
B.A. in Computer Science, Minor in Data Science   *Expected May 2026*
- **Coursework:** Data Structures, Algorithms, Operating Systems, Data Management & Analysis, Linear Algebra, Discrete Mathematics
- **Activities:** Google Developers Group (Marketing Lead), Tech@NYU (Mentorship), Marketing Society (Marketing Lead)

PROFESSIONAL EXPERIENCE

LiTV   **June 2024 - August 2024**
Data Science Intern   *Taipei, Taiwan*
- Conducted data analysis using *Python* and *SQL*, developing *machine learning models* that predicted user revisitation with 83**%** accuracy.
- Designed high-fidelity *UX prototypes* and *wireframes* for OTT platforms, increasing CTR and conversion rates by 30%.
- Designed and executed *A/B testing* for a new feature to achieve higher user traffic and engagement, increasing user retention by 15%.

Octavate   **March 2024 - August 2024**
Software Engineer Intern   *New York, NY*
- Developed an interactive web app using *Node.js, React,* and *Three.js,* increasing user engagement by 30%.
- Implemented unit and integration testing using *Jest* and *React Testing* Library. Adopted *CI/CD* practices with GitHub Actions to automate testing and deployment, ensuring high code quality.
- Automated data pipelines with *Python (BeautifulSoup & Selenium)* and *SQL*, improving data efficiency by 90%.
- Prototyped generative AI solutions with *Hugging Face, BERT,* and *Llama,* increasing *NER* accuracy for artist risk analysis by 20%.

Global Leadership Organization   **May 2023 - January 2024**
Director of Marketing   *New York, NY*
- Engineered automation scripts using *Python (Pandas, NumPy), Google Analytics,* and *Facebook Graph API* to analyze data points from social media platforms, streamlining marketing analysis by 85%.
- Led a cross-functional UI/UX redesign, improving website user flow and increasing CTR by 20%.

PROJECTS

Interactive Q&A Website   **React, JavaScript, Node.js, Three.js, Spline, AWS, Flask**
- Developed a full-stack interactive web application leveraging the *OpenAI API* for dynamic, personalized Q&A functionality about the developer.
- Designed a responsive, user-focused interface with *React, Three.js,* and *Spline*, integrating engaging 3D elements to enhance user interaction time.
- Implemented scalable backend logic using *Flask* and *Node.js* to handle real-time API requests, ensuring high availability efficiently.
- Deployed and managed environments on *AWS*, supporting robust data storage and seamless production workflows.

Geospatial Analysis for Shaping Public Policy   **NumPy, Pandas, Seaborn, Matplotlib**
- Conducted geospatial analysis with *Python* to identify flood-prone areas, providing actionable policy recommendations for low-income communities.
- Visualized data insights using *Seaborn* and *Matplotlib*, aiding stakeholders in resource allocation.

COMMUNITY & LEADERSHIP

Google Developer Groups @ NYU   **September 2024 – Present**
Marketing Lead   *New York, NY*
- Led a UI/UX redesign project for the organization's website, increasing average session duration by 80%.
- Designed and executed 3 successful campaigns, increasing engagement by 70%.

TECHNICAL SKILLS

Languages: Java, Python, C/C++, PostgresSQL, JavaScript, TypeScript, HTML/CSS, R
Frameworks: React, Next.js, Angular, Node.js, Tailwind
Tools: Git, Figma, FigJam, MongoDB, Google Cloud Platform, AWS, Flask, Spline, Three.js, Google Analytics, Selenium
Concepts: Software Engineering, Full-Stack, Frontend, Backend, User Experience, Data Analysis