

Boyu Zhang (Barry)

Beijing, China

+86 155 0005 5988 ◇ zhangboy21@mails.tsinghua.edu.cn

EDUCATION

Tsinghua University Sep 2021 – Jul 2026 (expected)
Bachelor of Science in Theoretical and Applied Mechanics & Aerospace Engineering

PROJECT EXPERIENCE

Qingnian Ge — Education Media Account Mar 2024 – Present

Founder

- **Problem:** Post-“Double Reduction,” exam pressure persisted while access to quality tutoring became harder to scale and more unequal.
- **Solution:** Built an education media product end-to-end: short-video micro-learning formats, knowledge visualization, and analytics-driven content iteration.
- **Validation:** Scaled to **8,000,000+** followers; achieved **2,000,000,000+** views; generated **RMB 1M+** revenue in **18** months; covered by **10+** official media outlets.

Homework Recommendation System Mar 2025 – Aug 2025

Product Builder

- **Problem:** Under-resourced students lack timely feedback and targeted practice.
- **Solution:** Implemented an end-to-end pipeline from homework intake to error analysis, targeted question retrieval, and printable practice sets.
- **Validation:** Deployed to **60** students across **2** classes over **16** weeks; improved physics final exam scores by **+20** points.

MAIC — AI-Enabled Classroom Learning System Sep 2025 – Present

Product Team Member

- **Problem:** Pace mismatch leaves some students bored and others lost; teacher time is consumed by lecturing rather than high-leverage support.
- **Solution:** Owned classroom flow design: mastery-gated units, quick formative checks, teacher facilitation cues, and structured peer discussion tasks.
- **Status:** Running in **8** schools / **16** classes / **600+** students in Beijing; evaluation in progress.

SKILLS AND INTERESTS

Skills short-video production; AI agent development; learning experience design

Interests AI-enabled learning; social media; learning science; Post-AGI learning

COHORT CONTRIBUTION

Go-to-market: short-video education content and storytelling playbook to reach early users, validate demand, and drive growth.

Build: AI agent development to turn ideas into learning products, from workflow design to prototyping and iteration.

Learning Design: experience of translating learning science into classroom-ready products.

PRESENTATIONS & WORKSHOPS

Zhang, B. <i>Becoming Petrus Ramus in the AI Era: Building AI+Education Products</i> <i>Presentation, Tsinghua Product Association Speaker Series</i>	Jan 2025
Zhang, B. <i>Inclusion: Scaling Access to Quality Learning</i> <i>Presentation, 2025 TopKlout (KOL) New Media Ecosystem Conference</i>	Mar 2025
Zhang, B. <i>Our Mission: Lighting Up Young People's Eyes</i> <i>Presentation, 2025 Douyin Creator Conference</i>	Sep 2025

AWARDS & HONORS

Tsinghua University School-level Scholarship (<i>7 awards; merit-based</i>)	2022–2025
Tsinghua Individual Development Scholar (<i>2 students/year</i>)	Oct 2025
Selected Annual Creator, Douyin (<i>Top 100 nationwide; inaugural year</i>)	Dec 2025
Selected Speaker, Douyin Creator Conference (<i>one of 20 nationwide</i>)	Sep 2025
Bilibili “Golden Knowledge Award” (<i>~200 creators platform-wide</i>)	Dec 2024
Official Media Coverage (<i>10+ outlets: Xinhua, China Daily, etc.</i>)	2024–2025

TEACHING AND SERVICE

Teaching Support Program (Primary School, Longyuan, Ningxia) <i>Volunteer Teacher</i>	Aug 2022
• Designed and facilitated a hands-on bridge-building activity.	
Teaching Support Program (County High School, Nanyang, Henan) <i>Volunteer Teacher</i>	Aug 2025
• Delivered college-application guidance and STEM outreach to address information gaps.	
Teaching Support Program (Middle School, Dali, Yunnan) <i>Volunteer Teacher</i>	Dec 2025
• Coached learning routines and AI literacy for left-behind students.	

INTERNATIONAL EXPERIENCE

Technical University of Munich — Comparative Education Research <i>Team Lead</i>	Aug 2023
• Led a comparative education field study in Germany on STEM training, entrepreneurship education, and the Dual VET system.	
Iceland — International Environmental Volunteering Project <i>Volunteer</i>	Jan 2024
• Volunteered on an international environmental project with a multicultural team and local community partners.	

Travel: visited 10+ countries across Europe and Asia.

STATEMENT

All information is accurate to the best of my knowledge. Metrics reported above are based on platform analytics and internal records. Supporting evidence (screenshots, links, and media coverage) is available upon request.