

Boyu Zhang (Barry)

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

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)	Aug 2022
<i>Volunteer Teacher</i>	
<ul style="list-style-type: none">Designed and facilitated a hands-on bridge-building activity.	
Teaching Support Program (County High School, Nanyang, Henan)	Aug 2025
<i>Volunteer Teacher</i>	
<ul style="list-style-type: none">Delivered college-application guidance and STEM outreach to address information gaps.	
Teaching Support Program (Middle School, Dali, Yunnan)	Dec 2025
<i>Volunteer Teacher</i>	
<ul style="list-style-type: none">Coached learning routines and AI literacy for left-behind students.	

INTERNATIONAL EXPERIENCE

Technical University of Munich — Comparative Education Research	Aug 2023
<i>Team Lead</i>	
<ul style="list-style-type: none">Led a comparative education field study in Germany on STEM training, entrepreneurship education, and the Dual VET system.	
Iceland — International Environmental Volunteering Project	Jan 2024
<i>Volunteer</i>	
<ul style="list-style-type: none">Volunteered on an international environmental project with a multicultural team and local community partners.	
<i>Travel: visited 10+ countries across Europe and Asia.</i>	

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.