Bingyi Liu

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EDUCATION

University of Michigan   **Aug. 2019 – Aug.2021**
Master of Science in Information

Michigan State University   **Aug. 2014 - Dec. 2018**
Bachelor of Science in Nutritional Science
Bachelor of Art in Media & Information   **Overall GPA: 3.41 / 4.0 | Major GPA: 3.9 / 4.0**
Minor in Information technology

EXPERIENCE

MRM//McCann | Birmingham, Michigan   **Jun. - Aug. 2019**
User Experience Intern
- Assisted creating workflows, wireframes and UI for BASF SalesX platform, and Verizon Insite websites.
- Assisted in guerrilla test, wrote test scripts and created wireframes for GM certificate pre-owned vehicle and GM scrolling features.
- Completed intern group project for GM marketing champion as a UI/UX designer.

DIDI AI labs | Beijing, China   **Jul. - Aug. 2018**
Product Management & Assistant Intern
- Assisted team communication with help to optimize creative thoughts for DIDI Mobile.
- Ensured product launch process by cooperating with Software Developer and UI/UX Designer.
- Assisted data collection in User Preference of DIDI Express.

Xinhua News agency | Beijing, China   **Jun.-Aug.2017**
 Marketing Intern
- Planned the celebration of "Forty Years Commemoration of the Reform and Opening-up Policy of China".
- Assisted and organized the second national time-lapse photography exhibition.

Wolters Kluwer China | Beijing, China   **Jun. - Aug. 2016**
Human Resources Intern
- Designing and organizing activities during recruiting process.
- Collaborated with data analysis team to organize data collection and analyze data range during hiring period to help arrange the interviews.

ORGANIZATION & VOLUNTEER EXPERIENCE

East Lansing Film Festival | East Lansing, Michigan   Sep. - Dec. 2018
MSU We54 Chinese Student Union | Administrator   Jan. 2015 - May 2017
Sea turtle Conservation Program | Volunteer | Costa Rica   Dec. 2015 - Jan. 2016
Sparrow Hospital | East Lansing, Michigan   Sep. - Dec. 2015

SKILLS &INTERESTS

Design: Adobe Photoshop, Adobe Illustrator, Maya, Adobe XD, Sketch, Invision, Figma
Programming: Python, HTML, CSS, JavaScript, R, SQL.
Skills: UX Design & Research, User testing, Project Management, Problem-solving, Brainstorming, Wireframing, Web design, Data analysis, Graphic Design
Interests: Voice Casting, Diving, Target Shooting, Parachuting/Skydiving