Bingyi Liu

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EDUCATION

University of Michigan.   **Aug. 2019 - Present**

Master of Science in Information

User Experience (UX) and Human-computer Interaction (HCI)

Michigan State University   **Aug. 2014 - Dec. 2018**

Bachelor of Science in Nutritional Science
Bachelor of Art in Media & Information

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 event of "Forty Years Commemoration of the Reform and Opening-up Policy of China".
- Cooperated 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.
- Cooperated with data analysis team to organize data collection and analyze data range during hiring period to help arrange the interviews.

ORGANIZATION & VOLUNTEER EXPERIENCE

World IA Day 2020 | Ann Arbor, Michigan   Nov. 2019 - Feb. 2020
East Lansing Film Festival | East Lansing, Michigan   Sep. - Dec. 2018
MSU We54 Chinese Student Union | Administrator   Jan. 2015 - May 2017
Sparrow Hospital | East Lansing, Michigan   Sep. - Dec. 2015

SKILLS &INTERESTS

Design: Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, InVision, Maya, Sketch

Programming: CSS, HTML, Python, JavaScript, R, SQL

Skills: Brainstorming, Data analysis, Graphic Design, Project Management, Problem-solving, Responsive Web design, UX Design & Research, User testing, Wireframing

Interests: Voice Casting, Diving, Target Shooting, Parachuting/Skydiving