

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 in group project for GM marketing campaign as a UI/UX designer.

DIDI AI labs | Beijing, China

Jul. - Aug. 2018

Product Management & Assistant Intern

- Assisted and 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.
- Cooperated 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

Office Software: Microsoft Word, PowerPoint, Excel

Programming: Python, HTML, CSS, JavaScript, R

Audio Edit: Adobe Audition/Cool edit

Design: Adobe Photoshop, Adobe Illustrator, Maya, Adobe XD, Sketch, Invision.

Interests: Voice casting, Diving, Target shooting, Parachuting/Skydiving