

YIZHOU LIANG

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EDUCATION

University of Michigan School of Information, Ann Arbor, MI, United States Apr 2024

- *Master of Science in Information; Specialization in Big Data Analytics*

University College London, London, United Kingdom GPA: 3.7 / 4.0 Nov 2019

- *Master of Science in Human-Computer Interaction*
- *Graduated with Distinction in Dissertation Project*

New York University, New York, NY, United States GPA: 3.7 / 4.0 May 2018

- *Bachelor of Science in Media, Culture and Communication; Minors: Business Studies, Web Programming and Application*
- *Graduated with NYU Founders' Day Award; Dean's List (2 times)*

WORK EXPERIENCE

Shopee, Singapore May 2021 – Aug 2022

Product Manager

- Enhanced Chatbot problem solving ability by 50% in SouthEast Asia and Brazil markets to cover increasing cross-business needs
- Initiated a human-centered approach to construct Chatbot language system and improved customer satisfaction by 2x
- Established a dynamic and automatic live traffic control system with DS model to deliver an effective cost-saving business strategy through collaboration with a variety of stakeholders

AI Rudder, Shanghai, China June 2020 – Feb 2021

Product Manager

- Boosted the interaction experience of Voice bot by 80% in Indian market by constantly implementing new features through conducting A/B tests and quantitative data analysis
- Expanded the business scope by leading and launching the product development and operation of Voice bot in Vietnamese, Thai and Mexican Fin-tech markets
- Standardized methodologies for new market launch and roadmap planning to increase cross-business collaboration efficiency

Ctrip, Shanghai, China June 2018 – Aug 2018

User Experience Researcher Intern

- Discovered the overseas business opportunities of existing travel products by constructing and examined the user journey map for flight and hotel booking
- Developed quantitative and qualitative user research and data analytical skills by conducting various user researches such as user interviews, field observation, eye tracking and usability test

eBay CCOE, Shanghai, China June 2017 – Aug 2017

User Experience Designer Intern

- Refined the readability and practicability of internal products through design iteration with enhanced web features
- Improved and assessed the usability of tickets booking user flow for Stubhub by organizing external user research

Classic Travel Service, New York, NY

May 2016 – Aug 2016

Digital Marketing Intern

- Built the company's social media account and promoted brand awareness by constantly reinforcing the brand's presence on the internet
- Increased Instagram followers, including both business partners and customers by 4x (ins: @classictravelservice)

ACADEMIC PROJECTS

Master's Dissertation Project, London, United Kingdom

May 2019 - Aug 2019

[*A Study on the Intimate Sensory Experience of ASMR \(Autonomous Sensory Meridian Response\) Video*](#)

- Evaluated the visual-audio effects of ASMR videos in changing human physiological states by conducting and analyzing quantitative experiments with 25 participants, programming a web-based video study and designing user questionnaire

VOLUNTEER EXPERIENCE

Tech Circus, London, United Kingdom

June 2019 – Nov 2019

Volunteer

- Effectively managed the resources and maintained a smooth transition between different talks at the BAD Conference London 2019, the world's first Behavior & Design Conference, by collaborating with a team of 20 to greet over 300 guests from the UX industry
- Organized several UX Crunch Events in London with over 50 guests and arranged technical set up with a team of 5

SKILLS & CERTIFICATION

Programming & Web Development: JavaScript, Python, HTML5/CSS (JSON, Bootstrap)

Data Analytics: SQL, R, Tableau, JASP; Google Data Analytics Professional Certificate

UX Design: Sketch, Axure RP 8, Adobe Photoshop

Languages: Mandarin Chinese (Bilingual Proficiency)