

YU WEN LIU

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Work Experience

Mastercard Ltd. | Taipei, Taiwan

Associate Consultant | July 2025 - Now

Associate Consultant Intern | July 2024 - September 2024

- Developed a proprietary **Seasonality Index** to model user purchasing patterns and ran controlled experiments to validate design recommendations, contributing to \$8.7M in incremental revenue.
- Collaborated with cross-market teams (US/UK/AUS) to uncover behavioral nuances and adapt service strategies for global scalability.

Computational Human Social Neuroscience Lab | Taipei, Taiwan

Research Assistant | March 2022 - June 2024

- Built a reproducible Python pipeline for HRV and GSR data processing, enabling reliable physiological analysis across large participant datasets.
- Conducted statistical analysis of dyadic HRV synchrony using a 2x2 experimental design based on actual and perceived moral alignment.
- Led multimodal data collection for VR interaction studies (n = 140), integrating ECG, GSR, and video data to align physiological responses with visual stimuli.

L'Oréal Ltd. | Taipei, Taiwan

Data Engineering Intern | October 2023 - June 2024

- Redesigned the platform interface to make data self-service for non-technical users, reducing reliance on engineering support.
- Built a unified SQL/Python data infrastructure consolidating 100+ regional reports, improving consistency and cutting manual effort.

Unilever Ltd. | Taipei, Taiwan

Data Engineering Intern | November 2022 - September 2023

- Designed interactive Power BI dashboards grounded in user workflow analysis to resolve friction points.
- Transformed complex supply-chain metrics into accessible visualizations, driving a 50% increase in decision-making efficiency.

Project Experience

Panache (L'Oréal Brandstorm) | Paris, France

Product Designer | November 2023 - June 2024

- Designed an end-to-end IoT skincare ecosystem for older adults, combining CV-based diagnostic concepts with a subscription model to deliver a scalable product strategy.
- Selected as a Global Top 0.01% finalist and presented the technical roadmap at L'Oréal Paris Headquarters.

Resonance | Taipei, Taiwan

Product Designer | February 2025 - June 2025

- Prototyped a haptic biofeedback interface using simulated canine physiological data to translate anxiety signals into human tactile cues.
- Evaluated interspecies co-regulation through mixed-methods pilots, showing haptic feedback can guide human breathing regulation.

Nino | Taipei, Taiwan

Product Designer | February 2025 - June 2025

- Prototyped an embodied AI agent in a phone case that translates conversational distress into physiological co-regulation through synchronized tactile and light feedback.
- Architected a communication framework between Python and Arduino to map AI reasoning states to specific physical responses.

Education

B.B.A. in Business Administration (Major)

National Taiwan University

September 2020 - January 2025 | Taipei, Taiwan

Cumulative GPA: 3.62/4.0

Last 60 credits GPA: 3.82/4.0

GMAT Focus Edition: 675 (95th Percentile)

(Equivalent to 730 on Classic GMAT scale)

B.S. in Psychology (Minor)

National Taiwan University

September 2020 - June 2024 | Taipei, Taiwan

Psychology GPA: 3.87/4.0

Exchange Program

ESSEC Business School

September 2024 - January 2025 | Paris, France

Skills

Research Methods

Mixed-methods Research, Experimental Design (A/B Testing), Product Strategy, Service Design, Quantitative Analysis, Market Segmentation, Physiological Signal Analysis, Usability Testing, Field Studies

Design Techniques

Wireframing, Rapid Prototyping, User Flows, Interaction Design, Data Visualization, UI Design, Storyboarding, Physical Computing

Tools

Figma, Power BI, Python (Pandas), SQL, Arduino (C++), GitHub

Achievements

L'Oréal Brandstorm 2023 Global Top 10

Among 92,000 participants

June 2023

Heineken Innovative Design

Competition 2024 National Champion

May 2024

Volunteer Experience

Changmama Dog Sanctuary

2019 - Now

Assisted with daily shelter operations, including cleaning facilities, bathing dogs, and supporting basic animal care.