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
- Architected an automated Python and SQL pipeline to engineer behavioral features and compute seasonality indices across 200+ merchants, while managing uneven activity patterns across markets.
- Collaborated with cross-market teams (US/UK/AUS) to quantify 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 time-series analysis, with handling of noise, baseline variation, and temporal alignment across participants.
- Conducted statistical analysis of dyadic HRV synchrony using a 2×2 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
UX Engineer | November 2023 - June 2024
- Architected 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
Prototyper | February 2025 - June 2025
- Engineered a real-time biofeedback prototype that explored closed-loop mapping between physiological signals and haptic feedback, and identified robustness limitations caused by motion and fur interference.
- Evaluated interspecies co-regulation through mixed-methods pilots, showing haptic feedback can guide human breathing regulation.

Nino | Taipei, Taiwan
Prototyper | 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.
- Implemented serial communication between Python and Arduino to translate AI-driven states into physical actuation.

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

Systems & Sensing
Embedded Systems (Arduino, C++), Physiological Sensing (HRV, GSR), Physical Computing, Cross-device Communication

Programming
Python (Pandas), SQL, Feature Engineering, Quantitative Analysis, Experimental Design (A/B Testing)

HCI Research & Design
Mixed-methods Research, Field Studies, Rapid Prototyping, Usability Testing

Achievements

L'Oréal Brandstorm 2023 Global Top 10
Among 92,000 participants
June 2023

Heineken Innovative 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.