

QI JINGYA

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Education

Cardiff University, Business, Operation Management, MSc, United Kingdom

2019.09-2021.03

Scholarship: Awarded a £2000 scholarship for academic excellence; **Award:** Received a Merit for outstanding academic performance.

Membership: Member of the Chartered Institute of Logistics and Transport (CILT); **Activity:** Participated in the 2020 Deloitte Digital Elite Challenge

Nanjing Audit University, School of Business, Logistics Management, Bachelor of Management, China

2014.09-2018.06

Activity: Chairmanship of Model United Nations Associate

Self-Assessment

Working in PwC, I excel at solving complex problems using **SQL and Python**, and have extensive practical experience in the field of **IT compliance project**, particularly in **Big Internet companies such as Meituan**. Working in current company, As a leader of an **AI team**, I possess **excellent team management** and collaboration skills. I am proficient in digital analytics tools such as **Google Analytics**, enabling me to efficiently manage **multiple projects** through **data-driven** approaches. With two years of study in the UK and three years of experience working for foreign companies, I have a global perspective and excellent English communication skills, scoring 6.5 in IELTS speaking, and can effectively communicate in **multicultural environments**.

Project Experience

Consultant, Jiashi Data Lake, Shanghai

2024.4.1-Now

Project1: CAS Institute of Silicate Materials High-Entropy AI Prediction Grand Model Project (20,000+ Sample)

Situation: Confronted with the intricacies of high-entropy and laser crystal material creation, employed **AI models** to boost the precision and speed of material forecasting. Handled **extensive scientific data flows** by sophisticated analytics, ensured smooth system performance and superior user experience.

Task: Responsible for **leading** the project, including the development of **deep learning models**, the construction of a **high-entropy materials database**, and the design of **UI visualization pages**, to meet the usage needs of scientific researchers and **user experience requirements**.

Action: Utilizing **deep learning technology**, achieved a **multi-class** prediction accuracy rate of **97%** for high-entropy crystal structures, thereby increasing research efficiency. Led and completed the construction of a high-entropy materials database, automatically crawling and generating over **20,000 structural data entries by using Python**, providing rich data support for scientific research. In this process, methodologies such as **confusion matrices** were applied to predict the **likelihood of future high-entropy structure formations**. Designed and implemented user-friendly UI visualization pages, enhancing the efficiency with which doctoral students at CAS use predictive structures and improving user experience. Concurrently, continuously optimized the functions such as **feature processing, 0-1 structural classification**, in accordance with user experience design.

Result: The project was completed **within 3 months**, achieving a model accuracy rate of **97%** for identifying high-entropy phase structures. Additionally, using this model to generate use cases capable of forming high-entropy structures significantly enhanced the efficiency of materials science research, bringing substantial progress to the research work at the CAS Institute of Silicate Materials.

Project2: Shanying International / Enterprise Management Consulting Project

Situation: Faced efficiency bottlenecks in human resource cost processes and self-innovation **papermaking scheduling algorithms**, requiring technological innovation to enhance operational efficiency. Optimized internal processes and improve user experience to strengthen its competitiveness.

Task: Tasked with enhancing operational efficiency through the optimization of HR cost processes and papermaking scheduling algorithms, successfully controlled production costs, leading to significant savings and improved management effectiveness. Utilizing a data-driven approach, I delved into internal user needs and prioritized the user experience of staff to precisely grasp business requirements.

Action: Developed an innovative permutation algorithm in Python that cut the likelihood of papermaking edge **loss under 50mm by 20%**, boosting production efficiency. Implemented 32 HR and payroll systems on the OA platform, enhancing work efficiency and user satisfaction.

Result: By optimizing algorithms and processes, significant cost savings were achieved for the enterprise, and production efficiency was improved. Optimization of user experience led to increased satisfaction and work efficiency among internal users.

Consulting Advisor, PricewaterhouseCoopers Business Consulting Co., Ltd., Beijing

2021.10-2024.03.20

Project1: Meituan / Internal Control & Compliance Consulting

Situation: As a top lifestyle service platform with **high traffic(50,000+ visitors per day)**, performed thorough risk assessments for its in-store business and overall operations. This involved a deep focus on user experience, adept use of **digital marketing**, and **leveraging consumer psychology** to better meet **data compliance** and boost user needs. Additionally, analyzed vast traffic data and user behaviour provided a comprehensive view.

Task: Charged with developing and executing a **risk matrix** along with performing assessments to enhance process security and efficiency. Proficient in applying **data-driven approaches** and integrating conversion optimization to ensure the assessments' accuracy and to improve process and user experience.

Action: Utilizing the CSOX method, I designed and deployed 8 **comprehensive risk matrix reports**, incorporating over **100 control points**. I engaged with Meituan stakeholders to verify risks and proposed specific improvements, significantly bolstering risk management. I also integrated digital marketing innovation to balance risk control with maintaining user experience and promotional impact.

Result: Identified and addressed **2 risk and 3 management issues**, bolstering process security. Focusing on user experience and conversion optimization, I not only improved security but also laid a strong foundation for Meituan's ongoing development and high-traffic operations.

Project2: Lizhi FM User Behavior Analysis Project / Data Analyst

Situation: As a high-traffic (**MAU=49,600,000**) audio platform, Lizhi FM deeply understand user behavior to optimize product features and enhance user experience, maintaining its leading position in the competitive audio market. In this process, it is necessary to fully consider user experience design, use consumer psychology to understand the motivations behind user behavior, and utilize tools like **Google Analytics** to analyze website traffic data to better grasp user needs. Integrated digital marketing strategies to increase the platform's attractiveness and user engagement, achieving conversion optimization.

Task: Tasked with analyzing user behavior data—**like listening frequency, duration, and reward patterns**—to uncover preferences and risks, such as unusual rewarding activities. Applied data-driven analysis and conversion optimization to ensure precise insights, boost user experience & competitiveness.

Action: Utilized SQL to extract data on host and user gold coin interactions. Analyzed listening habits, calculating engagement metrics and reward frequencies while integrating behavioral patterns and consumer psychology to refine a user behavior model. Employed **Google Analytics** for in-depth traffic and behavior analysis, pinpointing anomalous reward activities. Collaborated closely with the product team, offering actionable user insights.

Result: Led to user patterns and anomalies that significantly improved Lizhi FM's user experience and market leadership.