

# YUELIN LIU

Pittsburgh, PA

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## PROFESSIONAL SUMMARY

Producer of entertainment experiences (CMU ETC'27) with hands-on experience coordinating cross-disciplinary teams, running structured playtests, and shipping on time. Built schedules, triaged bugs, and streamlined pipelines using **Jira**, **Confluence**, **Miro**, and **Excel**. Familiar with **source control** (Perforce/Git) and build/test workflows.

## EDUCATION

**Carnegie Mellon University - Pittsburgh, PA** Expected May. 2027  
*Master of Entertainment Technology*

**University of Florida - Gainesville, FL** May. 2024  
*Bachelor of Science: Telecommunication – Film and TV Production (Summa cum laude)*  
*Minor: Digital Arts and Sciences*

## RELEVANT EXPERIENCE

**Producer / Experience Designer | CMU Entertainment Technology Center** Aug. 2025 – Present  
Building Virtual Worlds PITTSBURGH, PA

- Developed an experimental **physical-interface** game with air mattress and a **virtual reality** game using Meta Quest 3; directed real-time audio/visual feedback changes for higher sit-through rate.
- Owned sprint planning, **Miro** boards, and timeline creation in **Excel**; facilitated daily stand-ups and coordinated weekly **playtests** with structured feedback forms; drove **post-mortems** and action items.
- Led bug triage and prioritization after playtests; partnered with programmers and artists to land scope for milestone builds.

**Associate Project Manager, Intern | Alibaba Group** Aug. 2024 – Jan. 2025  
Intime Retail (Group) Co. Ltd. – Creative Department HANGZHOU, CHINA

- Drove adoption of **AI-assisted** content workflows (Midjourney, Stable Diffusion) across **10+** retail stores; helped standardize processes to **reduce design cycle time by 70%** and achieve **78%** team adoption.
- Created **roadmaps and schedules** for **AliExpress** global promo UI delivery; tracked risks and blockers across teams.
- Implemented ticketing conventions and SOPs for a **0→1** university-enterprise creator program to address the talent gap in Alibaba's e-commerce market; standardized intake, definition-of-done and release checklists; coordinated the launch.
- Deployed **Figma** libraries and **7** reusable **After Effects** motion templates to accelerate creators (**2→12 asset/hour**) and **cut delivery time by 40%**; co-authored change logs and versioning rules.

**Documentary Director / Producer, Overseas Documentary Outreach** Jun. – Jul. 2023  
Actuality Abroad SAN JUAN LA LAGUNA, GUATEMALA

- Built a **4-week production schedule** and shot plan; ran daily stand-ups; delivered **two** short films on time.
- Coordinated cross-functional roles (camera, sound, edit) and stakeholder interviews; iterated edits through **three** review rounds and synthesized insights to refine story arcs to improve audience comprehension, which increased watch-through rate by **~20%**.
- Managed assets/versioning via a shared tracker; enforced review/approval workflows and backups.

## SKILLS

- Product & Analysis:** Project planning, roadmap contribution, feature scoping, user research and interviews, **Google Analytics**, **Tableau**, **Jira**, **Airtable**
- AI-tools:** **Chat-GPT**, **Cursor**, **Midjourney**, **Stable Diffusion** (AI model training), **Runway**
- Design/Proto:** Rapid prototyping, **Figma**, **Adobe Creative Suite**, **Toon Boom Harmony**, **Blender**, **Maya**
- Language:** English (fluent), Mandarin (native)

## AWARDS

The My Hero Project International Film Festival Nov. 2023

- The 1<sup>st</sup> place in the "Education Hero" category** – "Empowerment in Action – the Eco Spanish School Story"
- The 2<sup>nd</sup> place in the "Art Hero" category** – "Beyond the Brush"