

Qinyi LIAO, Kinley

Job Intentions: Data Analyst | Business Analyst

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Location: Hong Kong

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PROFESSIONAL PROFILE

- **Data-Driven Specialist:** Final-year AI and Digital Media student at Hong Kong Baptist University with a solid foundation in Data Analytics and Design, specializing in transforming complex datasets into visual insights to drive strategic decisions
- **Technical Proficiencies:** Proficient in Data Analysis, Cleaning, Dashboard Development, and Data Warehousing concepts. Proven leadership as a Project Lead for multiple data-driven academic and professional initiatives
- **Collaborative Communicator:** Extensive experience in cross-departmental collaboration; successfully delivered an AI-powered product for CES 2024, coordinating between product managers and engineers
- **Self-Driven & Agile Learner:** Self-taught in Unity, programming, and product design, resulting in international design awards

CORE SKILLS

- **Data & Development:** MS Excel, Python (Pandas, NumPy, Matplotlib), SQL, Tableau, Power BI, HTML&CSS, Unity
- **Design & Modeling:** Figma, Adobe Suite (Ps, Id, Ai), CAD, SketchUp, 3ds Max, Lumion, V-Ray
- **Language:** English (Proficient), Mandarin Chinese (Native), Cantonese (Native)

EDUCATION

MSc in AI and Digital Media

09/2025 - 10/2026

Hong Kong Baptist University

Courses: Programming for Data Science, Big Data Management and Analytics, Business Intelligence, Data Analysis and Visualization Studio, Dynamic Web & Mobile Programming for Digital Media

- Projects:**
- Engineered a **SQLite database** by integrating fragmented government datasets to analyze recycling facility accessibility and designed complex relational queries via **Python** to power automated report systems, interactive Folium maps and dashboards presented in **HTML** format
 - Performed **exploratory data analysis (EDA)** on 30 years of WHO tobacco usage data using **Pandas** and **NumPy** to analyze usage trends and disparities across countries and genders; authored comprehensive analytical reports based on **Matplotlib** visualizations

BE in Landscape Architecture

09/2019 - 06/2023

Foshan University

- Projects:**
- Leveraged Depthmap and **Excel** to quantify campus spatial connectivity and accessibility, translating field research into structured datasets and an academic paper that **secured project funding**

WORK EXPERIENCE

User Center Department | Lighting Product Designer

03/2023 - 01/2024

Shenzhen Intellirocks Tech Co. Ltd.

- Structured film data (e.g., explosions, gunfire) into 15 emotion-based categories using **Excel**, creating a **labeled dataset** to train algorithms for AI-powered movie lighting strips
- Defined quantitative training standards for visual features (color composition, event timing), improving scene recognition **accuracy from 70% to over 90%**
- Optimized lighting transitions logic using user data to ensure reliable product performance at **International Consumer Electronics Show (CES) 2024**, receiving widespread positive feedback from global visitors

Sync+ studio | Landscape Architecture Intern

10/2022 - 12/2022

The Institute of Architectural Design & Research Shenzhen University

- Executed site research for the Bi-City Biennale (UABB), organizing tree inventory and building data via **Excel** to create structured datasets for **AutoCAD** mapping to support spatial planning
- Analyzed visitor accessibility data to optimize exhibition layouts and navigation systems, ensuring the operation of the **2022 Hong Kong Shenzhen Bi-City Biennale of Urbanism\Architecture (UABB)**