Chih-Chieh (Debby) Lu

New York, NY debby.cclu@gmail.com +1(718) 869-1208 in chih-chieh-lu

NYU MS graduate with 3+ years of B2B client-facing experience, collaborating with engineering teams, optimizing business processes, and achieving business goals with expertise in data analysis and project management

EDUCATION

New York University   New York, NY
Master of Science in Information Systems, GPA 3.56/4.0   Jan 2023 - Jan 2025
Coursework: Artificial Intelligence, Database Systems, Data Science for Business, Realtime and Big Data Analytics

National Taiwan University   Taipei, Taiwan
Bachelor of Arts in Foreign Languages and Literatures   Sep 2014 – Jun 2018
Coursework: Film and Cultural Studies, Introduction to Popular Culture, Python for Business Computing

EXPERIENCE

NYU Rory Meyers College of Nursing   New York, NY
Capstone Project Team Lead   Sep 2024 – Dec 2024
- Led an end-to-end pilot test for a new health monitoring app, collecting data via Apple Watch and integrating data management on iPhone and web platforms with an ML algorithm to identify abnormal heart rate patterns
- Tested and debugged real-time data transfer processes by running Kafka locally and on the server, ensuring seamless database integration and reducing onboarding time by 20% through detailed workflow documentation

OneDegree Hong Kong   Taipei, Taiwan
Product Management Intern   Jun 2024 – Aug 2024
- Collaborated with engineering and product teams to design and implement an automated customer reinstatement flow, streamlining process efficiency and reducing human error
- Enhanced CMS process in Phrase by optimizing text generation workflows through automation and cross-team collaboration, achieving a 10x efficiency boost and removing 5% of redundant content entries

KlickKlack Communications   Taipei, Taiwan
Project Management   Mar 2020 – Aug 2021
- Oversaw office networks and device management for 30 startups with over 5,000 devices as an IT Managed Service Provider, increasing the customer base by 50% and achieving a 95% customer retention rate
- Established cost-benefit analyses in Tableau and implemented targeted pricing strategies based on customer segmentation data in Salesforce, leading to a 67% increase in seasonal customer profitability
- Ensured seamless connectivity for live streaming events, including LoL esports, by implementing redundant network connections and proactively monitoring network performance to minimize latency and downtime

udnFunLife   New Taipei, Taiwan
Project Management   Sep 2018 – Jan 2020
- Directed a core team of four in localizing and launching Japanese exhibits in Taiwan, securing the intellectual property (IP) license and venue authorization, and generating $1M in net profit within three months
- Headed operations for a 100-day commercial exhibition with an average daily attendance of over 3,000 people, overseeing a team of 20 staff members, ensuring a seamless visitor experience and maximizing revenue potential.

PROJECTS

IMDb Film Analytics Dashboard | Java, Hadoop, Hive, Tableau   Nov 2024 - Dec 2024
- Built an interactive Tableau dashboard by analyzing large-scale IMDb datasets using distributed storage systems like HDFS and Hive, uncovering key trends in genre popularity and audience engagement for stakeholders

Fintech Payment Research | Python, Tableau   Feb 2024 - May 2024
- Researched payment systems by analyzing user reviews across four platforms in order to evaluate FedNow's potential and recommend enhancements to customer satisfaction and retention strategies

Dancing Teaching App User Research | Figma, MS Excel, Notion   Nov 2021 - Feb 2022
- Conducted product-market-fit research by creating user journey maps from interview insights and analyzed questionnaire data using Excel Pivot Tables, driving user-centric app design improvements

SKILLS

Product Management Tools: Figma, Hadoop, Jira, Miro, Postman, Salesforce, Slack, Tableau
Programming Languages: C, Java, Python, SQL