

Yixuan He (Adam)

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EDUCATION

GEORGETOWN UNIVERSITY, School of Arts & Science

Washington, DC, USA

Degree: Master of Science

August 2025 – December 2026

Major/Concentration: Data Science and Analytics, Artificial Intelligence

Coursework: SQL & Database Management

CORNELL UNIVERSITY, School of Engineering

Ithaca, NY, USA

Degree: Master of Engineering

August 2023 – June 2025

Major/Concentration: System Engineering

Coursework: Model-Based System Engineering, Systems Analysis Behavior and Optimization, Project Management, Innovative Product Design, Systems Modeling Language

THE GEORGE WASHINGTON UNIVERSITY, School of Business

Washington, DC, USA

Degree: Bachelor of Business Administration

August 2019 – June 2023

Major/Concentration: Marketing, International Business; Data Science (Minor)

Coursework: Consumer Behavior, Marketing Research, Marketing Strategy, Operations Management, Financial Management & Markets, International Marketing Management, Database Management

THE BULLIS SCHOOL

Potomac, MD, USA

College Preparatory Diploma

August 2016 – June 2019

PROFESSIONAL EXPERIENCE

Mercedes Benz

Beijing, China

People Analytics & Artificial Intelligence Intern

July 2025 – September 2025

- Architected an AI-powered CV screening prototype leveraging Dify AI workflows, Python automation, and Power BI integration, building a fully automated pipeline from candidate data extraction to AI-driven scoring; cut manual screening time by 90% and empowered HR leadership with data-driven decisions.
- Engineered and deployed enterprise-grade API integrations across Google Cloud, OpenAI, Microsoft Azure, and Dify, automating OAuth2 authentication and enabling real-time AI-enhanced HR analytics dashboards, delivering faster and more accurate talent insights.
- Designed and delivered advanced M365 training programs, including video lectures on Lists, Visio, and Power Automate; adopted by 140+ HR professionals, significantly accelerating process automation and digital adoption in HR operations.

Mercedes Benz

Beijing, China

Data Analytics & Digital Transformation Intern

June 2024 – December 2024

- Designed, developed, and implemented a mandatory Power BI training program for all HR employees across Greater China, supporting Mercedes-Benz's HR digital transformation and upskilling initiative. Covered Power Query, data modeling, row-level security, and data visualization, driving 80%+ adoption of Power BI in daily HR operations.
- Built executive-level and operational Power BI HR dashboards using data from all Mercedes-Benz China entities, providing real-time insights into hiring, termination, overtime, leave, and other critical HR metrics.
- Collaborated with Accenture on the MB HR Insights Project, an enterprise-level Power BI embedded portal, contributing to timeline coordination, functional workspace design, and User Acceptance Testing (UAT) for a seamless launch.

- Presented the Power BI upskilling methodology to Mercedes-Benz Board Member Sabine Kohleisen during her visit to China, where the initiative was recognized as a high-impact contribution to HR digital transformation.

HB Diamond

Beijing, China

Sales & Marketing Assistant

May 2023 – September 2023

- Assisted in the preparation of legal documentation and the processing of multiple-colored diamonds for auction at China Guardian, including valuation over \$12M, pricing strategy, and compiling setting specifications.
- Closed jewelry sales totaling over \$400K, managing the end-to-end diamond customization process—from client communication and pricing to design coordination, setting, and final delivery.
- Participated in weekly event planning for the HB Diamond Club, handling tasks such as online invitation design (Adobe Photoshop), attendance tracking, event deck preparation, and data analysis on participant engagement and conversion rates.
- Managed RedNote, Douyin, and other Chinese social media platforms for Lustre Diamonds, a sub-brand of HB Diamond. Responsibilities included video scripting, editing, recording, and maintaining a consistent content calendar.
- Led the trademark registration process for Lustre Diamonds in both mainland China and the U.S., including the successful registration of Lustre Diamond LLC with the USPTO.

Forbes China

April 2021 - July 2021

Business Operation Intern

Shanghai, China

- Contributed to the execution of the 2021 Forbes China International Education Forum, including moderator scriptwriting, pre-event planning, rehearsal coordination, event flow design, and on-site operations.
- Conducted competitive analysis by monitoring industry events, digital content, competitor rankings, and social media activity to support Forbes China’s strategic initiatives.
- Performed comprehensive research for Forbes magazine and various Forbes rankings, analyzing data from hundreds of sources on topics such as nightlife venues, resort properties, real estate CEOs, and luxury hospitality businesses.
- Assisted in and co-hosted panel sessions and focus groups with parents of international school students in mainland China, contributing qualitative insights to the 2021 Forbes Rankings of International Schools in China.

Farfetch

November 2020 - March 2021

Product Analytics & Operations Intern

Beijing, China

- Built the official website for Curiosity China, a B2B-focused subsidiary of Farfetch (global luxury fashion e-commerce platform), using low-code web development tools. Coordinated with the UI/UX team to assess design feasibility and collaborated on interface design using Sketch.
- Designed monthly Tableau dashboards and reporting decks for luxury brands including Balenciaga, Stone Island, and Ducati, analyzing user behavior metrics such as browsing patterns, click-through rates, and conversion rates to drive actionable insights.
- Authored and maintained the customer-facing user manual for Curiosity China's WeChat program management system, ensuring documentation remained up to date with new feature releases to enhance client onboarding and product usability.
- Managed Farfetch’s WeChat mini program, including editing promotional banners in Photoshop, linking SKUs to product pages, and publishing weekly content updates to support ongoing marketing campaigns.

PROJECTS

HUBBLE (Cornell University)

Ithaca, NY, USA

System Engineering and Marketing Lead

June 2024

- Led the systems engineering and marketing team, facilitating communication and coordination with the mechanical and electrical engineering teams. Monitored project progress, defined key tasks, and supported effective task delegation.
- Applied branding expertise to develop the brand identity for “Hubble”, including the name, logo, and color palette. The branding aligned with the product concept: a rechargeable device that magnetically attaches inside clothing to provide warmth — “Hubble” representing a “Hot Bubble.”
- Created comprehensive SysML models, including Use Case Diagrams, Block Definition Diagrams, Internal Flow Diagrams, Decision Matrices, Behavioral Test Plans, Interface Matrices, Analytical Hierarchy Process, House of Quality, FMEA, and Activity Diagrams.
- Developed the Business Model Canvas and conducted a detailed SWOT analysis. Collected and analyzed over 500 survey responses to define target customers, sales channels, and key business elements.

SKILLS/ACTIVITIES

Technical Skills

Microsoft 365 Suite (Outlook, OneDrive, Word, Excel, PowerPoint, Teams, SharePoint)

Business Intelligence & Data Analysis (Power BI, Tableau)

Programming Languages: (Python, R)

Database Management: (SQL, PostgreSQL, MongoDB, Database Design, Data Modeling)

Systems Engineering: (CATIA Magic, SysML)

UI/UX & Visual Design: (Sketch, Figma, Adobe Photoshop, Adobe Illustrator)

Video Editing: (Adobe Premiere Pro, Final Cut Pro, Camtasia)

Soft Skills

Quick Learner, Highly Adaptable, Positive Attitude, Strong Multitasking Abilities, Responsible and Reliable, Well-Organized, Detail-Oriented, Growth Mindset, Accountable

Languages

Mandarin (Fluent), English (Fluent)

Professional Certificates:

GIA Graduate Gemologist (GG), Gemological Institute of America

GIA Graduate Diamonds, Gemological Institute of America

GIA Graduate Colored Stones, Gemological Institute of America

Microsoft Power BI – The Practical Guide 2024, Udemy