Lufei (Lucia) Yue

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EDUCATION

University of Leeds **2023–2024**

MSc Geographical Information Systems (Merit) *Leeds, UK*

- Advanced skills in spatial data analysis and visualization (ArcGIS, QGIS, Python, R), and statistical tools (SPSS, Excel)

- Dissertation (Distinction): *How Effective are Low Traffic Neighbourhoods in Reducing Traffic Accidents? A City-Wide Difference-in-Differences Study in London*

Tianjin Normal University **2017–2021**

BSc Geoinformatics *Tianjin, China*

- Core courses: Principles and Applications of Database, Principles of Geospatial Analysis, Visualization Principle of Geospatial Data, Applications of GIS, GIS Designing and Development

- Scholarship recipient for four consecutive years

PROFESSIONAL EXPERIENCE

Oxfam **Jun 2025–present**

ECommerce Assistant *London, UK*

- Implemented a streamlined workflow for inventory management, reducing processing time from donation to dispatch

- Enhanced the online customer experience by crafting compelling product descriptions and managing customer inquiries, contributing to a 15% increase in positive feedback

- Drove online sales by photographing and listing an average of 30+ unique items per week, ensuring high-quality presentation for all donated goods

Deego Technology (Hong Kong) Limited **March–May 2025**

AI Solutions Engineer (Contractor) *Remote*

- Engineered AI workflows on Dify platform that automated content generation for Amazon ecommerce, reducing manual effort by over 75% and boosting operational efficiency

- Integrated Large Language Models LLMs to automate the end-to-end SEO process, from keyword clustering to marketing copy optimization, leading to a 20% improvement in campaign precision and performance metrics

- Encapsulated complex workflows in user-friendly modules, enabling non-technical operations staff to generate content and reports four times faster, thereby scaling AI capabilities across the team without increasing technical headcount

GISphere **April 2022–present**

Chief Operating Officer & Board Member *Remote*

- Directed data-driven content strategy by analyzing user behavior (watch-time, CTR, shares) to optimise content strategy (titles, cover images, publishing schedules), growing the community to 17,000+ followers and increasing audience retention by 25% year-over-year

- Optimized webinar performance using registration and attendance data to refine topics, boosting average attendance by 35% across 30+ bilingual events and expanding reach to participants in 20+ countries

- Built and maintained a publicly accessible, open-source database of 480+ GIS programmes in 96 countries, now a vital resource utilized by over 1,000 students and researchers monthly for academic planning

- Led operational aspects of the non-profit, empowering GIS students and professionals globally by providing essential resources and fostering a robust networking community

PROJECT EXPERIENCE

Impact Analysis of Low Traffic Neighbourhoods (LTNs) on Road Safety **May–Aug 2024**

- Quantified a 10% causal reduction in traffic accidents from LTNs by analyzing a decade of city-wide data (STATS19) using Python and quasi-experimental methods

- Engineered a robust data pipeline with Python (Pandas, GeoPandas) to process, clean, and merge over 500,000 accident records with complex geospatial boundary data

- Employed an advanced Difference-in-Differences (DID) model with time-trend interactions, providing city planners a superior tool for multi-criteria decision-making and forecasting the impact of future transport initiatives

The 8th National Collegiate GIS Application Skills Competition, China **Sept–Nov 2019**

- Awarded second prize by developing a systematic GIS model in ArcGIS for landfill site selection with over 100+ teams

- Applied core spatial analysis techniques, including buffer analysis and network analysis to optimize transportation logistics for waste collection

- Created a final suitability map that integrated these criteria, providing an objective and repeatable framework that drastically improved the speed and reliability of the decision-making process

SKILLS

- **Data Analysis & Visualisation:** Skill in ArcGIS Pro, QGIS, Python, R, SQL, ETL tools (Alteryx), SPSS, Power BI

- **Software & Platform:** Microsoft Office, Dify (AI workflow platform), Adobe Illustrator, Premiere, Photoshop

- **Communication**: English (Professional), Mandarin (Native), Japanese (Intermediate)

CERTIFICATION

- Alteryx Designer Core Certified   Alteryx, Jun 2025

- Accredited Researcher   UK Office for National Statistics, May 2025

- Databases and SQL for Data Science   IBM via Coursera, May 2025

- Python for Data Science and AI   IBM via Coursera, Feb 2025

ADDITIONAL INFORMATION

- **Right to Work**: Eligible to work in the UK without sponsorship at any point

- **Availability**: Available immediately

- **Driving licence**: Successfully passed UK theory test and aim to obtain full driving licence shortly