YI-YU (BRUCE) LIU.

Business Analyst

ABOUT ME

Senior Business & Data Analyst | BI & Automation | Python, SQL, Power BI | AI-Augmented Analytics

I saved 2 major clients by outperforming their business analysis deadlines.

Experienced in analysing complex workflows, defining clear requirements, and producing precise specifications for multi-system environments. I focus on uncovering process gaps, mapping end-to-end logic, and aligning stakeholders and technical teams through strong modelling and documentation.

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🏠 Radetzkystraße 8 / 17, 1030

LANGUAGE

- English (professional)
- Mandarin (conversational)
- German (A1)

EDUCATION

Modul University of Vienna
Dec 2025 · PhD in Entrepreneurship

University of Pretoria
Nov 2016 · Masters in Informatics

University of Pretoria
Nov 2016 · Honours in Informatics
(**Distinction**) - ABET Accredited

University of Pretoria
Nov 2015 · Bachelors in Informatics
(**Distinction**)

Pretoria Boys High School
Secondary Education

EXPERIENCE

Business & Data Analyst
Jul 2025- Present · Modul University of Vienna
- Defined requirements and workflows for the PUMA platform, improving visibility across 4+ departments.
- Supported the AI document classifier (Gemma 3), achieving 84% accuracy.

Open-Source LLM | LM Studio | Flask | NextJS | Kanban

Tech Co-Founder (Part-Time)
Nov 2024 - Current · Perspective Mind AI
- Defined requirements, user flows, and core specifications for the AI proctoring platform.
- Converted stakeholder needs into clear user stories and managed a backlog of over 100 items.

Open AI | Flask | ReactJS | Eleven Labs | Speech Brain

Business Analyst
Jan 2020 - Dec 2025 · {type}DEV Technologies
- Establishing two AI-driven new business development initiatives within the business. One in Education and another in Process Automation.
- Established company-wide methodologies for Estimations, Competitor Analysis, UX Analysis, data modelling, AI policies, and the innovation department. etc., being utilised to date.
- Accomplished an employee onboarding project with 74 different roles + business rules within 3 months. Saved the project.

BPMN | UML | LLM | Flutter | ReactJS | Angular8 | NodeJS | MongoDB

UX / UI Developer
Nov 2018 - Jan 2020 · {type}DEV Technologies

Designed and developed Impact CAT Business Intelligence & AI dashboard portal through AutoSense pty Ltd. Implemented SQL queries along with their DataWarehouse. Full Stack Developer focusing on Front-End User Interface.

Razor | Jquery | Bootstrap | MVC ASP.Net | SQL Server

Back End Developer
Jan 2017 - Dec 2017 · Vitality Life UK

Developing in Java with Spring and Hibernate. Managing web services for the vitality system in the UK. Operating with the Linux servers.

Java | Hibernate | Linux | PLSQL | WebLogic

Developer Intern
Oct 2014 · Pattern Matched Technologies

LECTURING

Data Science Lecturer
Mar 2023 - Present · Modul University of Vienna

Rstudio | Chartjs | Mongo | SQL | Python | Flask | AI

Informatics Lecturer (Promoted)
Jan 2018 - Dec 2019 · University of Pretoria

MVC ASP.Net | C# | SQLServer | MongoDB | HTML | Bootstrap

Informatics Assistant Lecturer (Promoted)
Jan 2016 - Dec 2016 · University of Pretoria

MVC ASP.Net | C# | SQLServer | MongoDB

Informatics Teaching Assistant
Jan 2015 - Dec 2015 · University of Pretoria

MVC ASP.Net | C# | SQLServer

SKILLS

Business Analysis
Requirements Elicitation · Stakeholder Management · As-Is / To-Be Analysis · Functional Specifications · Use Cases · User Stories · Business Rules Analysis · Process Mapping · Workflow Optimisation · Options Evaluation · SDLC · Agile & Waterfall · Business Case Development

Process & Modelling
BPMN · UML · Use Case Modelling · Process Flow Diagrams · Data Flow Diagrams · User Journey Mapping · Wireframing & Prototyping · System Architecture Mapping

Tools
JIRA · Confluence · MIRO · Visio · Draw.io · Power BI · Microsoft Office Suite

Technical & Systems Analysis
SQL · API & Integration Analysis · JWT/Auth Concepts · OData Services · System Integration · Data Modelling (Conceptual/Logical)

Domain Expertise
HR/Onboarding Systems · Vendor/Supplier Management · Compliance & Governance · Education Technology · AI-Enhanced Processes · Workflow Automation

ASSOCIATIONS

- Golden Key Society (Member ID: 11954231)
- Pretoria Boys High School Old Boys Associations

COMMUNITY

Basics Computer Teaching
Mar 2014 – Apr 2014
As a team, we taught the people in the Mamelodi Community computer skills from knowing nothing about a computer until enabling using the internet, make their own CV, operating their e-mails, searching for jobs online, etc.

HOBBIES

- Table Tennis
- Chess
- Pool
- Hiking
- Traveling

TALKS & PRESENTATIONS

Strategic User Centric Design· Sep 2023
Jisc (UK)

Strategic Product Design · Nov 2021
Innovation Breakfast, Talent Garden (Vienna, Austria)

Innovative Product Design · Nov 2021
Zero21 Accelerator Master Class (Vienna, Austria)

Strategic Product Design · Nov 2021
South Africa Innovation Summit (Online)

Map the digital journey of your business · Sep 2021
co-presented: Hanno van der Merwe
South Africa Innovation Summit (Cape Town, South Africa)

Map the digital journey of your business · May 2020
co-presented: Kelly Summerfield
TuksNovation Master Class (Pretoria, South Africa)

Product Design · Mar 2020
co-presented: Christi Auret
TuksNovation Master Class (Pretoria, South Africa)

TimeTable Assistant · Sep 2015
co-presented: Christopher Park
UNISA Conference (Pretoria, South Africa)