Lionel Yu

Founder · AI-Enabled Product Builder · Growth Strategist · Performing Artist

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Multidisciplinary founder and operator combining eight years of financial risk and valuation experience with seven years building a global digital music business, international concerts, hardware products, and AI-assisted software. Hands-on across growth, product strategy, automation, analytics, e-commerce, and creative production.

1.27M	200M+	20K+	18
YOUTUBE SUBSCRIBERS	VIDEO VIEWS	ORDERS IN 94 COUNTRIES	CONCERTS IN 9 COUNTRIES

SELECTED EXPERIENCE

MusicalBasics — 2019-Present

Founder, Creator & Operator

- Scaled the flagship channel to 1.27M subscribers and 200M+ views through original music, performances, essays, livestreams, and iterative creative testing.
- Built revenue across media, sheet music, memberships, instruction, courses, streaming, live events, and product preorders; processed 20K+ orders across 94 countries.
- Lead strategy, finance, pricing, marketing, e-commerce, partnerships, software, and project-based creative teams.

Ultimate Pianist — Aug 2026-Present

Product Creator & Developer

- Designed and built a browser-based piano game with Web MIDI, engraved notation, live scoring, XP, leaderboards, multiplayer, spectating, and phrase practice.
- Reached 380+ players and 3,500+ game runs in the first eight weeks; launched subscriptions and an iOS/Bluetooth MIDI wrapper.
- Built MIDI/MusicXML pipelines with 90.6% voice separation and 96.6% hand separation across a 43-piece test set.

DreamPlay Pianos — 2025-Present

Founder

- Conceived narrow-key digital pianos and led positioning, specifications, customer research, preorders, supplier relationships, and product development.
- Established manufacturing and design relationships in Shenzhen and Shanghai and delivered a working prototype in July 2026.
- Generated about 70 preorders representing roughly $48K in committed orders before production.

Independent Concerts — 2018-Present

Pianist, Creative Director & Producer

- Performed at Carnegie Hall, Merkin Hall, the Kennedy Center, and venues across the United States and Europe.
- Produced programs combining original composition, classical repertoire, strings, visual storytelling, and electronic influence.
- Converted a digital audience into live attendance through direct marketing, storytelling, and community engagement.

HedgeServ / RiskMetrics — 2011-2019

Valuations & Risk Manager / Financial Markets Risk Associate

- Led client-facing valuation and multi-asset risk work for hedge-fund portfolios, covering analytics, reporting, onboarding, pricing, dashboards, and product development.

TECHNOLOGY

- TypeScript, JavaScript, Python, SQL, Swift, HTML/CSS
- Next.js, React, Vite, Supabase, Vercel, Stripe, Web MIDI, MusicXML
- AI agent workflows, analytics, A/B testing, e-commerce, email automation
- Tableau, Excel/VBA, Bloomberg, RiskMetrics

EDUCATION & CREDENTIALS

New York University
B.S., Finance and Marketing, Stern School of Business, 2011

Passed CFA Level II and FRM Parts I and II.

LANGUAGES

English (native)
Mandarin (fluent)
Spanish (conversational)
German (basic)

LIVE HIGHLIGHTS

Sold out the Kennedy Center Terrace Theater. Drew about 700 at Barbican Hall. Sold 1,750+ tickets and generated $61.6K on an eight-city international tour.

Career snapshot updated October 2026.