

MAXIMILIAN LI

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EDUCATION

2018-present	KELLOGG SCHOOL OF MANAGEMENT NORTHWESTERN UNIVERSITY SEGAL DESIGN INSTITUTE AT THE MCCORMICK SCHOOL OF ENGINEERING <i>MMM Joint Degree Candidate MBA and MS Design Innovation, June 2020</i> <ul style="list-style-type: none">Major: Marketing, Concentration: Data Analytics.Case Competitions: Designed a multi-modal motion sickness solution for autonomous vehicles as a Goodyear Innovation Challenge Winner; Created a re-branding marketing strategy for Azure AI as Microsoft Innovation Challenge Top 7 Finalist; Haas Amazon Tech Challenge Top 8 Finalist; Cisco Challenge Semi-Finalist.	Evanston, IL
2008-2013	PRINCETON UNIVERSITY <i>Bachelor of Arts, June 2013</i> <ul style="list-style-type: none">Major: Art & Archaeology; Awarded the Seeger Summer Fellowship to study at the Institute of Balkan Studies (Summer 2011); Research Associate at the Princeton Numismatic Collection (August 2012 – May 2013).	Princeton, NJ

EXPERIENCE

2017-2018	COGNOSANTE – Healthcare Technology Consulting Service Senior Software Engineer, March 2017 – June 2018 <ul style="list-style-type: none">Managed a 7-person technical development team as the lead developer to design, architect, and develop the eSante Inform, a platform offering real-time patient information to care delivery organizations.Partnered with our executive team and third-party vendors to execute successful eSante Inform product launch with American Indian Health Services, Alabama and Puerto Rico Medicaid agencies as initial customers.Designed and wrote code to retrieve and aggregate millions of records to help healthcare providers generate comprehensive patient care histories; self-taught Python and Go programming languages to code the platform.	Los Angeles, CA
2016-2017	STEADYMD – Affordable Concierge Primary Care Service Software Engineer, August 2016 – March 2017 <ul style="list-style-type: none">Cultivated product roadmap and strategies with a three-person team, including the COO for a concierge medicine platform; realized 100%+ increase in active monthly users in the first four months of product launch.Designed and coded a cross-platform SteadyMD experience for web, iOS, Android, and desktop; managed the three-person team according to lean methodologies to continuously iterate and meet tight deadlines.	Los Angeles, CA
2015-2016	FUNNELENVY – B2B Account-Based Marketing Platform SCRUM Master/Junior Software Engineer, December 2015 – August 2016 <ul style="list-style-type: none">Managed the engineering processes for a six-person team to build and launch a B2B marketing and customer personalization platform for companies such as HP and VMware.Increased team sprint velocity by 70% by enhancing communication with offshore team members through daily meetings; facilitated cross-functional collaboration among key stakeholders, engineering team, and sales team.	San Francisco, CA
2013-2015	CHICAGO PUBLIC SCHOOLS Special Education Teacher (Pre-K to 5th Grade), June 2013 – July 2015 <ul style="list-style-type: none">Selected for The New Teacher Project fellowship through a rigorous process with an 8% acceptance rate.Introduced a bi-weekly Hour of Code program at Wadsworth STEM for a class of 4th graders to build mobile math apps. As a result, students demonstrated up to 120% increase in standardized math test scores.Employed data-driven instructional methods to teach classes of up to twenty Kindergarten to 4th grade diverse learner students with moderate to severe disabilities in both co-teaching and individual settings.	Chicago, IL

ADDITIONAL DATA

- Co-Founder: AccountingPenguin is an accounting-focused candidate testing and management platform; interviewed 30+ accountants and hiring managers, designed and coded the platform; currently in beta-testing.
- Bootcamp Instructor: Co-taught two sessions of UCLA Coding Bootcamp (Intensive 6-month coding bootcamp).
- Tech Consultant: Performed pro bono web and marketing services for nonprofits such as LA Promise Fund and Rainbow Services; Commissioned to design and create web presence for fashion and real estate venture firms.
- Multi-Lingual: English (native); Mandarin (intermediate); Japanese (intermediate);