

JESSAMINE JIALIN LI

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Mixed-methods user researcher with **4+ years of experience** translating insights into successful product launches and sustained customer growth, supporting **six-figure strategic decisions**.

EDUCATION

University of Washington, Seattle

Sep 2025 – Present

MS in Human-Centered Design & Engineering (HCDE) *GPA 3.95/4.0*

Mar 2026

PhD in Human-Centered Design & Engineering (HCDE)

University of California, Berkeley

Aug 2018 – Dec 2022

BA in Psychology and Cognitive Science, Data Science minor *GPA 3.85/4.0*

PROFESSIONAL EXPERIENCE

Graduate Research Assistant

Jan 2024 – Present

HCDE, University of Washington (UW)

Seattle, WA

- Led projects securing **\$252K** for drinking water upgrades & sampling tools, which **directly catalyzed a \$300K** campus initiative by proactively delivering insights on campus-wide water infrastructure, quality, and user data
- Created and distributed large-scale surveys to understand users' drinking water perceptions using Qualtrics, receiving **over 1000 user responses**; analyzed the data using Python and presented to UW leadership
- Interviewed **12** building coordinators and conducted thematic analysis on challenges, motivations, and impacts of drinking water management; designed training modules and an interactive water map to crowdsource user issues

UX Research Intern

Feb 2022 – May 2023

SAP Labs, LLC; *SAP Revenue Growth Management (B2B)*

Newport Beach, CA

- Facilitated mixed-methods research on consumer product **from 0 to 1** to inform product and design roadmap, contributing to **product launch** in Sep 2024, **50%** cost savings & **5%** point gross margin uplift for customers
- Drove **25%** usability improvement (SUS) by engaging **40+ cross-functional stakeholders** in NA and EU
- Moderated **100+** qualitative user interviews with current customers, key account managers and consultants
- Cut team alignment time by **3 hrs/week** through an interactive repository with data-driven insights & solutions

Product Management Intern

Apr 2024 – Sep 2024

Verdigris Technologies, Inc.; *Energy Analytics (B2B)*

Los Altos, CA

- Shipped **7 features** for an AI energy data & automation dashboard, helping secure **2 major customer renewals**
- Established a higher standard for **rapid research** as the sole research role: created **10** reusable research templates and training guides; connected **6 cross-functional teams**; socialize **20+ insights** to stakeholders & leadership
- Proposed and prioritized **12** product decisions, enabling customers to interpret **30%** more energy usage anomalies
- Increased feature adoption by **18%** by optimizing release notes, user guides, and customer-facing collaboration

ACADEMIC PROJECTS

AI-Powered Hiring @ Indeed | *Mixed-Methods, Python, API, Unsupervised ML*

Jan 2025 – Jun 2025

- Secured buy-in from **9 Indeed executive stakeholders** for solutions enabling SMB employers to define candidate expectations, understand AI match rationales, and balance automation with human-in-the-loop
- Identified **6 key solutions** by leading research to support business goals around AI transparency and user trust
- Analyzed **2,000+** Reddit posts using ML, interviewed **8** recruiters/hiring managers and synthesized insights (qual)

Uncover 10-Year Undergrad Experience @ Berkeley | *Survey, R, Python, Tableau*

Aug 2021 – Dec 2022

- Uncovered engagement insights by analyzing and modeling **millions** of survey responses with SQL and Python
- Presented **10-year** trends from **37** universities to **50+** researchers, driving policy changes in **22** public universities

Attention & Motor Learning @ Berkeley | *Quantitative Experiment, Firebase, Python*

Aug 2021 – Dec 2022

- Published** in Journal of Neuroscience; presented at Neuroscience 2022 Conference
- Investigated the influence of divided and spatial attention on human implicit motor execution
- Designed **20+** motor learning experiments and implemented on Web Browser through Firebase using HTML & JS
- Cleaned and analyzed **500K** behavioral data points to identify attention as the driver of learning context

TECHNICAL SKILLS

Programming: Python, SQL, R, MATLAB, SPSS, HTML/CSS, JavaScript, Google Firebase, Tableau, API

Research: Inferential Statistics, Statistical Modeling, Survey, User Interview, Thematic Analysis, Prototyping

Tools: Figma, Qualtrics, Jira, Arduino, Usertesting, Excel, Git, Google Cloud, VS Code, Cursor