

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 – Mar 2026
MS in Human-Centered Design & Engineering (HCDE) <i>GPA 3.95/4.0</i>	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 <i>GPA 3.85/4.0</i>	

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; <i>SAP Revenue Growth Management (B2B)</i>	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.; <i>Energy Analytics (B2B)</i>	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 <i>Mixed-Methods, Python, API, Unsupervised ML</i>	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 <i>Survey, R, Python, Tableau</i>	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 <i>Quantitative Experiment, Firebase, Python</i>	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