Jessamine (Jialin) Li

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Education

University of Washington, Seattle — **Seattle, WA**
MS in Human-Centered Design & Engineering (HCDE) — 09/2023 – Present
- GPA: 3.95/4

University of California, Berkeley — **Berkeley, CA**
BA in Psychology and Cognitive Science, minor in Data Science — 12/2022
- GPA: 3.85/4

Professional Experience

Verdigris Technologies, Inc. — **Los Altos, CA**
Product Intern — 04/2024 – 09/2024
- Established a higher standard for rapid research as the sole product researcher by creating reusable templates and training guides, conducting studies, connecting 4 cross-functional teams, and socializing insights to stakeholders and leadership
- Shipped 7 features of a AI-powered energy data & automation tool in a fast-paced, resource-constrained environment
- Facilitated 10 feature development priority decision-making through quant product metrics & qual customer insights
- Increased feature adoption by 18% through effective release notes, user guides, and customer-facing collaboration

SAP Labs, LLC — **Newport Beach, CA**
UX Research Intern — 02/2022 – 05/2023
- Facilitated mixed-methods user research to inform product roadmap and design solutions from 0 to 1 for SAP Revenue Growth Optimization, improving overall usability by 25% and informing 3 product decisions per week
- Conducted 27 research projects and presented reports with actionable research findings to stakeholders across the North American and European markets, including product managers, designers, engineers, sales, customer success and executives
- Collaborated cross-functionally with 40+ stakeholders across various product teams to build products on trade planning
- Moderated 280+ in-depth user interviews across in-person, remote, and customer meeting settings
- Built a research repository with research insights and design solutions, cutting product alignment meetings by 50%

TikTok Ltd. — **Beijing, China**
Enterprise SaaS Product Consulting Intern — 05/2021 – 07/2021
- Leveraged strong interpersonal and communication skills to tailor and implement the OKR framework in an HR SaaS product for Fortune China 500 clients, aligning with their strategic goals and enhancing adoption and collaboration
- Assisted competitive and market research to inform execution roadmap and strategy for customer consulting sessions
- Facilitated customer workshops with sales and customer success stakeholders' insights to tackle business challenges

Research Experience

PULSE Lab, University of Washington — **Seattle, WA**
Graduate Research Assistant; Advisor: Dr. Spencer Williams — 02/2024 – Present
- Studied how crowdsourcing participants' online communication reflects perceptions of studies, researchers and science
- Reviewed literature on compensated and citizen science to identify gaps in crowdsourcing participants' perceptions
- Collected and combined 2-month r/ProlificAC post and comment data by using Reddit API and Python scripts
- Developed a comprehensive codebook with the second author by conducting a thematic analysis on over 1,600 posts
- Drafted, submitted, and secured approval for an IRB application to ensure compliance with ethical research standards
- Mentored undergrads by providing guidance on experiment design, data analysis pipeline development & academic writing

Safe Water Equity & Longevity Lab, University of Washington — **Seattle, WA**
Graduate Research Assistant; Advisor: Dr. Katya Cherukumilli — 01/2024 – Present
- Secured $84,000 in University of Washington funding as the project lead for campus water infrastructure improvements, resulting in the upgrade of 4 outdated drinking water fountains to modern bottle refill stations for 300 building occupants
- Created and distributed building-specific surveys to understand users' drinking water perceptions using Qualtrics, receiving over 1000 user responses; analyzed the data using Python and presented to UW Environmental & Health
- Interviewed 12 building coordinators and conducted thematic analysis on challenges, motivations, and impacts of building drinking water management; designed training modules and an interactive water map to crowdsource user-reported issues
- Managed water field studies in 50 campus buildings and created a data dashboard for UW stakeholders' decision-making

The Cognition and Action Lab, University of California Berkeley — Berkeley, CA
Undergraduate Research Assistant; Advisor: Dr. Richard Ivry — 08/2021 – 12/2022
- Investigated the influence of divided and spatial attention on human implicit motor execution process
- Reviewed literature on explicit and implicit motor learning to assist research design, methodology, and data analysis
- Recruited over 900 healthy participants (Prolific and Psychology students) and collected their motor behavior data
- Assisted in deploying 20+ versions of online motor learning experiment on Google Firebase using HTML and JavaScript
- Drafted and presented a poster showcasing research findings at the Neuroscience 2022 Conference in San Diego, CA

Student Experience in the Research University (SERU), UC Berkeley — Berkeley, CA
Undergraduate Research Assistant; Advisor: Dr. Igor Chirikov — 08/2021 – 12/2022
- Investigated socioeconomic disparities in undergraduate research engagement across 37 public universities over 10 years
- Analyzed millions of survey responses with Python to uncover insights into demographics and research engagement
- Developed an interactive data visualization dashboard to clearly present complex insights to diverse stakeholders
- Presented insightful 10-year trends to policymakers from 22 public universities and over 50 SERU researchers

Yang Lab, Shanghai Mental Health Center — Shanghai, China
Research Assistant; PI: Dr. Zhi Yang — 05/2019 – 05/2021
- Studied how generalized anxiety disorder (GAD) & social anxiety disorder (SAD) affect adolescent cognitive development
- Facilitated 60+ experiments to collect and compile EEG data during cognitive tasks from SAD/GAD adolescent patients
- Assisted mix-methods studies on the effectiveness of home-based cognitive training for healthy adults, analyzing cognitive assessment results to measure improvement
- Conducted literature review on cognitive training protocols and assessments for 6 cognitive functions, establishing research design and data cleaning, and analysis methods

Berkeley Early Learning Lab, University of California Berkeley — Berkeley, CA
Research Assistant; PI: Dr. Fei Xu — 01/2019 – 12/2019
- Investigated children versus adult application of optimal and general mental strategies in lab setting and virtually
- Recruited 50+ families and their children through emails and phone calls with constant iteration to reach out to more
- Created and continually updated a family database on lab server and existing testing & analysis protocols

Projects

AI-Powered Hiring Platform (sponsored by Indeed) — Seattle, WA
Research Lead — 01/2025 – 06/2025
- Led generative and evaluative research including literature reviews, Reddit analysis of 2,000+ posts, and interviews with 8 recruiters/hiring managers to support business goals around AI transparency and user trust, identifying 6 key insights
- Secured buy-in from 9 Indeed stakeholders on design solutions addressing employer needs through candidate expectation validation, explainable AI matching rationales, and flexible screening tools balancing automation with human oversight

Publication and Manuscripts

Peer-reviewed Publications
- Tianhe Wang, <u>Jialin Li</u>, Richard Ivry (2024). Attention defines the context for implicit sensorimotor adaptation. bioRxiv, 2024-09. https://doi.org/10.1101/2024.09.03.611108 (Accepted for publication in the Journal of Neuroscience)

Conference Presentations
- Tianhe Wang, <u>Jialin Li</u> (Presenter), Richard Ivry. The Influence of Attention on Motor Learning. Society for Neuroscience. San Diego, CA, 11/2022
- Igor Chirikov, Matilda Ju*, <u>Jialin Li</u>*, Sam Tan*. (Symposium Presentation) Socioeconomic Disparities in Undergraduate Research Engagement over 10 Years. SERU Research Symposium. 06/2022 *equal contributions

Manuscripts
- <u>Jialin Li</u>, Xiaowei Hu, Spencer Williams. (CSCW 2026 review). Online Communication in Crowdsourcing Community

Skills

Programming: Python, SQL, R, MATLAB, SPSS, HTML/CSS, JavaScript, Firebase, Cursor, Tableau, API Integration
Research: Empirical Studies, Inferential Statistics, Interview, Statistical Modeling, Survey, Prototyping, Thematic Analysis
Design Skills: Figma, Adobe Illustrator, Photoshop, Qualtrics
Languages: English, Mandarin (Native).