

# JESSAMINE JIALIN LI

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## EDUCATION

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### University of Washington, Seattle

*MS in Human-Centered Design & Engineering (HCDE)*

Seattle, WA

Sep. 2023 – June 2025

### University of California, Berkeley

*BA in Psychology and Cognitive Science, minor in Data Science*

Berkeley, CA

Aug. 2018 – Dec. 2022

## PUBLICATION AND MANUSCRIPTS

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### Peer-reviewed Publications

- Tianhe Wang, **Jialin Li**, Richard Ivry (2024). "Attention defines the context for implicit sensorimotor adaptation." *Journal of Neuroscience* (2025). <https://doi.org/10.1523/JNEUROSCI.0117-25.2025>

### Conference Presentations

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

### Manuscripts

- Jialin Li**, Xiaowei Hu, Spencer Williams. (CSCW 2026 under review). Online Crowdsourcing Community

## EXPERIENCE

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### UX Research Intern

*SAP Labs, LLC*

Feb. 2022 – May 2023

Newport Beach, CA

- Conducted user research and assisted design iteration in the revenue growth management enterprise software space
- 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 partnered with 40+ stakeholders (product managers, designers, engineers, sales, customer success, and executives) to deliver reports with actionable findings across NA and EU markets
- Moderated 280+ in-depth qualitative user interviews across in-person, remote, and customer meeting settings
- Boosted team alignment efficiency by 60% through an interactive repository with data-driven insights & solutions

### Product Intern

*Verdigris Technologies, Inc.*

Apr. 2024 – Sep. 2024

Los Altos, CA

- Established a higher standard for rapid research as the sole product researcher: create reusable templates and training guides; conduct studies; connect 4 cross-functional teams; socialize insights to stakeholders & leadership
- Shipped 7 features of a AI energy data & automation dashboard in a fast-paced, resource-constrained environment
- Facilitated 10 feature development priority decision-making through quant product metrics & customer insights
- Increased feature adoption by 18% by optimizing release notes, user guides, and customer-facing collaboration

### Graduate Research Assistant

*HCDE, University of Washington (UW)*

Jan. 2024 – Present

Seattle, WA

- Led project that secured \$84K in UW funding (\$400K total), upgrading 4 water fountains benefit 300+ 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 drinking water management; designed training modules and an interactive water map to crowdsource user issues
- Built a data dashboard using Tableau to show water data in 50 buildings for UW stakeholders' decision-making

## PROJECTS

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- AI-Powered Hiring @ Indeed** | *Mixed-Methods, Python, API, Unsupervised ML* Jan. 2025 – June 2025
- Led research to support business goals around AI transparency and user trust, identifying 6 key solutions
  - Analyzed 2,000+ Reddit posts using ML, interviewed 8 recruiters/hiring managers and synthesized insights (qual)
  - Secured buy-in for design solutions from 9 Indeed stakeholders: enabling SMB employers to input candidate expectation, explainable AI matching rationales, and flexible screening tools (automation + human touch)
- Uncover 10-Year Undergrad Experience @ Berkeley** | *Survey, R, Python, Tableau* Aug. 2021 – Dec. 2022
- Cleaned and analyzed millions of survey responses with SQL & Python to uncover research engagement insights
  - Built an interactive data dashboard using Tableau and R to clearly present actionable insights to policy makers
  - 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
- 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
  - Published in Journal of Neuroscience; presented at Neuroscience 2022 Conference

## RESEARCH EXPERIENCE

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- Online Community Researcher** Feb. 2024 – Present  
*PULSE Lab @ UW iSchool* *Seattle, WA*
- Studied crowd workers' 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 by conducting a thematic analysis on over 1,600 posts
  - Drafted 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 & academic writing
- Cognitive Game Researcher** May 2019 – May 2021  
*Shanghai Mental Health Center* *Shanghai, China*
- Assisted mix-methods studies on the effectiveness of home-based cognitive training for healthy adults
  - Designed cognitive training protocols and assessments to develop a cognitive game to improve cognitive functions
  - Facilitated 60+ experiments to compile EEG data during cognitive tasks from SAD/GAD adolescent patients
- Children Development Researcher** Jan. 2019 – Dec. 2019  
*Early Learning Lab @ UC Berkeley* *Berkeley, CA*
- 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 efficiency iteration
  - Created and continually updated a family database on lab server and existing testing & analysis protocols

## TECHNICAL SKILLS

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**Programming:** Python, SQL, R, MATLAB, SPSS, HTML/CSS, JavaScript, Google Firebase, Tableau, API  
**Research:** Inferential Statistics, Statistical Modeling, Survey, Interview, Thematic Analysis, Prototyping  
**Tools:** Figma, Qualtrics, Jira, Usertesting, Excel, Git, Google Cloud, VS Code, Cursor