SERENA LI

EDUCATION

University of Southern California Los Angeles, CA

Aug 2022-May 2026

BSc Computer Science Major with Mobile App Development concentration, Digital Studies minor

PROFESSIONAL EXPERIENCE

Mobile App Developer at Hemut

Dec 2024-Present

• Frontend cross-platform app building using React Native.

iOS App Development course Teaching Assistant

Aug 2024-Present

• Reinforced students' understanding of the course through both in-person office hours and async Q&A.

Marketing co-op at Blu Bathworks (Project Management)

Jun 2023-Aug 2023

- Programmed Python programs with CSV handling for product data to/from multiple platforms to reduce manual work by 85%.
- Coordinated WordPress website project and accelerated website launch by 4 months.
- Recorded 30+ WordPress tutorials for staff to maintain the website to save costs of external developers.

Python Programmer intern at Espressif Systems

Jun 2021-Jul 2021

- Built SQL database interaction web application using Django frameworks with a team to help keep track of the company's virtual machine usage.
- Led conversations with client and delegated tasks among team members.

PROJECT EXPERIENCE

p5.js Contributor

Human Computer Interaction Treatment for Workday System

Sep 2024-Dec 2024

Jan 2024-May 2024

• Designed an interactive prototype using Figma through data analysis on user inspection, inquiries, and usability testing.

Life Log

• Mindfulness Journaling iOS app with location tracking abilities.

• Active in Processing's open-source project community on Github.

Jul 2024-Present

Web art project with JavaScript and p5.js

• Created digital art projects online using JavaScript.

Jan 2024-May 2024

• Created digital art projects offline using Javascript.

USC Annenberg Media Web Contributor

Jan 2024-Present

- UI/UX design for Annenberg Media News pages (Reaction function for individual articles, etc.) using Figma.
- Utilized Chart.js and JavaScript backend to visualize polling results in real-time.
- Sustained daily operations and communication with a variety of news desks to assist with the news center's web requests.

Java, JavaScript powered restaurant reserving web application

Nov 2023

- Users were able to search for and see restaurant details, add to favorites and reserve a spot.
- The application interacts with Yelp API to gain restaurant information.

Canvas web application using Next.js framework

Oct 2023-Nov 2023

- Multiple logged-in users can draw on the same canvas.
- Worked with team of 8 members from design process to deployment and in charge of frontend user authentication.

iOS guitar lesson tracking application using Swift

2021-2022

- The application digitalized lesson tracking process for original paper system.
- Individual project from requirement specification to System validation&verification with client.

SKILLS

Programming assets:

React, React Native, Swift, HTML, CSS, JavaScript, C++, Java, SQL, Python

Software:

Figma, Notion, Adobe Photoshop, Adobe Premiere Pro, ArcGIS, Google/Microsoft Office applications,

Apollo.io, HubSpot CRM, Monday.com

Relevant coursework:

Intro to HCI, Intro to Al (*Python*), Creative Web Design (*Front-end*), iOS App Development (*Swift*), Software Development (*Full-stack, Java*), Data Structures and OOD (*C++*), Discrete Methods, Linear

Algebra, Probability, Algorithms, Maps & Spatial Reasoning

LEADERSHIP EXPERIENCE

HackSC Executive Director (organization for planning hackathons)

2023-2024

- Utilized organizational tools Google suite, Slack, Notion to manage the 50-student club.
- Project Managed a 24-hour hackathon event with 250 participants.
- Led negotiations for ~\$50k in prize and sponsorship to fully fund the event.