JAMES LI

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EDUCATION

The University of Texas at Austin   BBA, Canfield Business Honors & Management Information Systems   May 2024
Minor: Marketing
Certificate: Elements of Computer Science
Overall GPA: 3.88/4.00

WORK EXPERIENCE

NCH Corporation - *Product Management Intern*; Irving, TX   June 2022 - August 2022
International marketer of maintenance and Do-It-Yourself products and services, selling through direct marketing channels
• Curated a 25-page tooling industry deep dive to inform product managers on ways to pivot to a new product strategy for FY23
• Interviewed customers weekly to procure retail shopper insights to ensure new proposed products are viable and valuable
• Aggregated sales and supply chain data in pivot tables and charts through Excel to expose 18 underperforming products

GIST - *Product Research Intern*; Austin, TX   November 2021 - May 2022
iOS-based social media app centered around building a trusted network for quality product purchases for over 15,000 online stores
• Conducted 100+ student interviews and surveys to gauge user satisfaction with product features and to streamline the user journey
• Expedited user onboarding and beta-testing using Google Apps Script to easily measure the growth of activated student users per month and change in retention rates over a two-month period, increasing engagement on campus by 30%

StoribookCo - *Founding CEO*; Frisco and Austin, TX   April 2021 - Present
eCommerce design and printing LLC that seeks to build a platform of artists with differing styles and offer a wide range of products
• Utilize PowerBI to derive data-driven insights and visualization into customer segmentation for projecting future shopping trends
• Lead online store design and planning, growing revenue by 50% through optimizing user paths and utilizing the Z pattern layout
• Strategize a seven-week go-to-market plan for SEO prioritization, maintaining a 6% conversion rate among online shoppers
• Manage a cross-functional team involving operations, marketing, and design to streamline the development of 45 products

PROJECTS

ShopStack (HTML, Independent): *eCommerce organization extension for Google Chrome*   Present
• Build prototype using HTML and JavaScript while leading two engineers through Agile sprints for timely development and iteration
• Design three user personas and synthesize six user stories to visualize target demographics and ensure product-market fit
• Create user flows, wireframe, and user interface in Figma to validate two hypotheses and meet the minimum criterion for success

LEADERSHIP

Convergent - *User Experience Product Manager (Spring 2022)*   Spring 2022 - Present
• Wrote product specifications for a team of seven engineers and designers to develop an explainer minimum viable product
• Conducted competitive analysis and fractionalized NFT market research over nine weeks to refine strategy and product vision
• Developed product roadmap and prioritized four website features to enable rapid development of the product's core functionality

Asian American Campus Ministry - *Executive Gathering Coordinator (Present)*   Fall 2020 - Present
• Implement event attendance automation to track the retention of new members, maintaining a return rate of 85% for three weeks
• Collaborate cross-functionally between other executive team members, staff, donors, and alums to host 18+ events yearly
• Oversee a team of eight members who manage all event vision-casting and logistical planning, reaching 100+ students weekly

HONORS

• **First Place - ABSA x WBA Spring Case Competition** - *recommended strategy to pivot and grow in the concrete industry*   Spring 2021
• **First Place - AMAze Marketing Case Competition** - *strategized comprehensive marketing plan for Thoyen*   Spring 2021
• **University Honors** (4 semesters)   Fall 2020 - Present

ADDITIONAL INFORMATION

Skills: Python, SQL, R, PowerBI, HTML/CSS, C#, JavaScript, Excel, Photoshop, Illustrator, After Effects, Tableau, Figma, Balsamiq
Certifications: LinkedIn Product Management (2022), LinkedIn Agile Leadership (2021), Google Digital Marketing (2020)
Interests: Saxophone, Entrepreneurship, Smart Home Automation, Blockchain, VR Game Development, Graphic Design
Work Eligibility: Eligible to work in the U.S. with no restrictions