

Jiahui Li

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SUMMARY

Third year student at UCSD with strong time management, organized, and motivated. Passionate about design and technology, motivated to apply innovative problem-solving and creative thinking to real-world challenges. Seeking opportunities to expand design and technology skills while contributing to company growth.

EDUCATION

University of California - San Diego – La Jolla, CA

B.S., Cognitive Science Specialization in Design and Interaction

Expected in 03/2026

- GPA: 3.86/4.0 with Provost Honor
 - Minors: Computational Social Science | Design
 - Relevant Coursework: System analysis and design, programming in Python & R, prototyping, data analysis, UI/UX design, human-computer interaction (HCI), cognitive neuroscience
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PROJECT

Predicting Air Pollution Using Machine Learning (R)

- Conducted exploratory data analysis using ggplot2 to visualize trends and correlations to highlight and analyze pollution patterns across the U.S.
- Developed a Random Forest regression model to predict PM2.5 levels and demonstrated that incorporating weather data significantly enhances model performance, resulting in a notable improvement in R^2 .

Social Computing

- Designed and refined *Hidden Quest*, a unique social computing platform, using user research, wireframes, and prototypes, incorporating usability testing and iterative improvements for meaningful interactions..
- Presented a comprehensive portfolio showcasing innovative applications of social computing principles and interactive technology. View portfolio [here](#).

Redesign UCSD Webreg

- Conducted user research through observations and interviews to ensure a user-centered approach.
 - Created a video to highlight usability gaps in UCSD WebReg, then redesigned the system in Figma, enhancing functionality and user experience with UX/UI best practices and user feedback.
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EXPERIENCE

Greatwall Park, NYC

UI/UX Design & Marketing Remote Intern

Jan. 2025 - Present

- Update, maintain, and enhance the company website design to improve user experience, navigation, and accessibility, ensuring an effective and visually appealing interface.
- Manage social media campaigns to grow the company's visibility, engagement, and audience in the running and fitness community.

UCSD Cognitive Science Department

Instructional Apprenticeship

Sep. 2024 - Dec. 2024

- Leadership experience in leading interactive studio sessions to enhance student engagement and learning.
- Collaborated with the teaching team to refine course materials, graded assignments/projects with detailed feedback, and actively supported students through email and Canvas Piazza.

Mr. Dumpling, Rancho Cucamonga, CA

Customer Service

Oct. 2020 - Sep. 2023

- Provide excellent customer service by resolving inquiries, and ensuring a positive customer experience.
 - Operated POS systems efficiently, managed transactions accurately, and trained new team members to foster a collaborative work environment.
 - Effectively managed high-pressure situations by prioritizing tasks to maintain smooth and consistent working.
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SKILLS

- **Programming:** Python, R, HTML, Data Analysis
- **Design:** Prototyping, Figma, Canva, User Research
- **Project Management:** Communication & Leadership
- **Languages:** English & Mandarin (Fluent), Spanish (Basic)