

Jiahui Li

jiahuili041021@gmail.com | (626)233-5624 | [LinkedIn](#)

EDUCATION

University of California - San Diego – La Jolla, CA

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

Expected in 03/2026

- Minors: Computational Social Science | Design
 - GPA: 3.87/4.0 with Provost Honor
 - 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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EXPERIENCE

Greatwall Park, NYC

UI/UX Design & Marketing 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.
- Managed social media campaigns to grow the company's presence in the running and fitness community, promoting marathon events through the creation of engaging posts and promotional videos to increase visibility and audience engagement.

UCSD Cognitive Science Department

Instructional Apprenticeship

Sep. 2024 - Dec. 2024

- Led interactive studio sessions to enhance student engagement and understanding, fostering a collaborative and supportive learning environment.
 - Collaborated with instructors to improve course materials, graded assignments and projects with detailed feedback, and provided ongoing student support via email and Canvas Piazza.
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PROJECT

Clean Air Promotion and Sustainability Committee (CAPS C)

Feb. 2025 - Mar. 2025

- Designed and developed Clean Air Challenge, an education simulation game built with Construct 3 to raise awareness about air pollution, incorporating real-life scenarios, interactive storytelling, and a point-based feedback system to promote sustainable decision-making.
- Led user research, wireframing, and iterative prototyping; conducted usability testing, resulting in high usability and aesthetic scores and informed refinement that enhanced engagement and education impact.

Eaglesoft UX Redesign

Jan. 2025 - March 2025

- Conducted user research and iterative usability testing for Patterson Eaglesoft, collaborating with stakeholders to refine prototypes that optimized workflow efficiency and reduced administrative tasks for dental professionals.
- Designed and developed a high-fidelity prototype to modernize the Eaglesoft interface, introducing intuitive navigation, x-ray comparison tools, and integrated patient communication features, delivering design solutions and ideas that stakeholders enthusiastically supported and embraced.

Predicting Air Pollution Using Machine Learning (R)

Sep. 2024- Oct. 2025

- Conducted exploratory data analysis using ggplot2 to visualize trends and uncover correlations in air quality data, highlighting key pollution patterns across the U.S.
- Developed a Random Forest regression model to predict PM2.5 levels, demonstrating that integrating weather data significantly improved model performance, with a measurable increase in R^2 .

Hidden Quest

Jan. 2024 - Mar. 2025

- Designed and refined *Hidden Quest*, a social computing platform aimed at fostering meaningful interactions, using user research, wireframes, prototypes, and iterative usability testing to guide development.
 - Presented a comprehensive portfolio showcasing innovative applications of social computing principles and interactive experience.
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SKILLS

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