

Jiayi Li

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EDUCATION

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Expected June 2026

Bachelor of Science, Cognitive Science w/Spec Design and Interaction

- Minors: Design & Computational Social Science
 - GPA 3.9 / 4.00 | Provost Honors
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EXPERIENCE

Holiday Channel

Mar 2025 – Present

Social Media Internship

- Created and published engaging multimedia content across Facebook, Instagram, Twitter, Pinterest, and YouTube, driving a 600+ follower increase and 7K+ video views.
- Managed online community interactions and implemented engagement strategies to strengthen brand presence.
- Tracked and analyzed content performance, using insights to refine strategy and boost audience engagement and reach.

Puriphied

Mar 2025 – Present

Social Media Marketing Internship

- Assisted with planning, shooting, and editing video content for social media platforms in promoting its brand.
- Monitor social media trends and help strategize ways to incorporate them into Puriphied's content.
- Tracked and analyzed video performance, adjusting content strategies to optimize engagement and reach.

UCSD Cognitive Science Department

Jan 2025 – Mar 2025

Instructional Apprenticeship

- Conducted weekly discussion sessions for 60+ students, guiding them through basic Python programming assignments.
- Explained key concepts clearly and provided detailed, constructive feedback to improve student comprehension and performance.

Cognitive Science Student Association (CSSA)

Oct 2024 - Present

Media Coordinator

- Handled photography, video editing, content creation, and collaborated with team members to develop creative media content and increase club engagement.
 - Led and organized club meetings, coordination activities, and conducted tabling events to promote club activities.
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PROJECTS

Fight for Cause

Feb 2025 - Mar 2025

- Developed a photography/videography guide for the Saahas for Cause, assisting volunteers in capturing high-quality media to enhance the organization's outreach and promotion.
- Enhanced past video content with new resources to raise awareness about racism, hate, and discrimination within the South Asian community.

Modernizing Eaglesoft

Jan 2025 - Mar 2025

- Redesigned the user interface for Patterson Eaglesoft, improving usability, modernizing the experience, and developing prototypes that enhanced navigation and visual hierarchy.
- Conducted user research and usability testing, identifying pain points and using data-driven insights to refine prototypes and improve overall functionality.

False Recall Experiment

Sep 2024 - Dec 2024

- Conducted an experimental replication of Roediger & McDermott (1995) to examine the influence of semantic associations on false memory formation using JavaScript.
- Presented findings with statistical analysis and visual data representations and analyzed data using R to identify patterns in false recall, showing critical lures were falsely recognized 68.92% of the time with high confidence.

Don't Get it Twisted

Jan 2024 - Mar 2024

- Developed, prototyped, and evaluated a novel social computing experience focused on improving users' pronunciation skills and building online communities through a tongue twister application.
 - Conducted research and surveys, collecting and analyzing data to explore the intersection of computational systems and social behavior.
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SKILLS

- **Skills:** Python, JavaScript, HTML, CSS, Excel, Figma, Canva, Adobe Creative Suite (Photoshop, Lightroom, In Design), CapCut