

# Jiayi Li

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## SUMMARY

Aspiring to become a UI/UX designer with a solid foundation in cognitive science, specializing in design and interaction. Able to understand user experience and improve design solutions through in-depth research and prototyping. Passionate about creating intuitive and engaging user interfaces.

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## EDUCATION

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

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

Expected June 2026

- Minors: Design & Computational Social Science
- GPA 3.98 / 4.00
- Provost Honors
- Coursework: Programming in Python, Neuroscience, Social Computing, System Analysis and Design, Data Science in Practice, Design Communication, Data-Driven UX/Product Design

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## EXPERIENCE & PROJECT

### UCSD Cognitive Science Department

January 2025 - Present

#### *Instructional Apprenticeship*

- Led weekly discussion sessions to help students with basic python programming.
- Clarify key concepts and provide constructive feedback to enhance learning.

### Cognitive Science Student Association (CSSA)

October 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 communication.
- Conducted tabling events to promote club activities and engage with potential members.

### False Recall Experiment

September 2024- December 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.

### Social Computing

January 2024 - March 2024

- Developed, prototype, and evaluate a novel social computing experience focused on improving users' pronunciation skills and build 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.
- Built and tested a social prototype using piggyback prototyping techniques.

### ZARA Website Redesign

November 2023 – December 2023

- Conducted user research/interviews, collect data, prototype, and analyze data to understand users experience with a website.
- Evaluate a prototype on redesigning ZARA website using Figma to come up with a solution to enhance user experience and satisfaction through their feedback.

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## SKILLS & ACTIVITIES

- **Skills:** Python, JavaScript, HTML, CSS, Excel, Figma, Canva Adobe Creative Cloud (Photoshop, Lightroom, In Design)
- **Language:** Mandarin (Native), English
- **Interest:** Photography, Hiking, Dancing