Jiayi Li

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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 3.9 / 4.00 | Provost Honors

EXPERIENCE

Holiday Channel   Mar 2025 – Present
Social Media Internship
- Created engaging social media content, including graphics, videos, and blog posts, to enhance audience interaction.
- Increased brand awareness and engagement by managing and growing social media communities across Facebook, Twitter, Instagram, Pinterest, and YouTube.
- Supported daily social media management, including engaging with followers, and responding to comments.

Puriphied   Mar 2025 – Present
Social Media Marketing Internship
- Assisted with planning, shooting, and editing video content for social media platforms, assisting in promoting its brand.
- 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.

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.

SKILLS

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