# Jiayi Li

jiayili11417@gmail.com | (626) 265-3365 | https://www.linkedin.com/in/jiayi-li-402054281/ | Portfolio

## 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

## EXPERIENCE

**UCSD Kawasaki Disease Research Center – San Diego, CA**                     Jun 2025 – Present
*UX/UI Designer & Graphic Designer*
- Designed and developed visual assets including website updates, newsletters, research flyers, and digital campaigns, supporting healthcare outreach, public education efforts, and research awareness initiatives.
- Implemented responsive website updates using HTML and CSS, carefully testing across different devices to ensure accessibility compliance and align all designs with established brand guidelines and research center standards.
- Conducted user research through surveys and feedback collection from event participants to understand audience needs and preferences; analyzed insights to refine prototypes, enhance event materials, and improve overall event design, information flow, and user experience for future outreach initiatives.

**Associated Students at UCSD – San Diego, CA**                              Apr 2025 – Jun 2025
*Marketing & Engagement Officer*
- Promoted A.S. services and initiatives through consistent tabling, participation in campus events, and coordinated digital outreach campaigns; engaged directly with students to raise awareness of available resources.
- Designed engaging visual content and marketing materials for events, social media platforms, and campus-wide initiatives; incorporated current design trends and student interests to ensure relevance and broaden reach.
- Collaborated on event planning and in-person outreach strategies while maintaining open communication with students to gather feedback and refine messaging, ensuring engagement efforts were interactive and relevant.

**Holiday Channel – Remote**                                                 Mar 2025 – Jun 2025
*Social Media Internship*
- Produced engaging multimedia content, including short-form videos, graphics, and digital campaigns across multiple social media platforms that contributed to an 800+ follower increase and over 15K total video views.
- Managed online community engagement by fostering discussions and building stronger connections with audiences; tracked performance metrics and refined posting strategies to improve overall engagement and visibility.

**Puriphied – Remote**                                                       Mar 2025 – May 2025
*Social Media Marketing Internship*
- Planned, shot, and edited video content for social media platforms to promote the brand and help raise awareness about water filtration solutions, highlighting the company's mission and values through engaging storytelling.
- Monitored social media trends and help strategize creative ways to incorporate them into Puriphied's ongoing content.
- Tracked and analyzed video performance, adjusting content strategies to optimize engagement and reach.

**Cognitive Science Department at UCSD – San Diego, CA**                     Jan 2025 – Mar 2025
*Instructional Apprenticeship*
- Facilitated weekly discussion sessions for 60+ undergraduate students, delivering clear and structured instruction on Python programming fundamentals while guiding critical thinking, and collaborative problem-solving skills.
- Assisted the lead instructor with grading assignments, coordinating course logistics, providing individualized academic support to students while promoting an inclusive, supportive, and collaborative learning environment.

**Cognitive Science Student Association (CSSA) at UCSD – San Diego, CA**       Oct 2024 – Present
*Design Lead | Media Executive Board*
- Led the visual branding for CSSA by designing a wide range of promotional materials, including graphics, digital flyers, and social media campaigns; ensured all designs aligned with the organization's identity and goals.
- Managed photography, videography, and multimedia workflows for club activities; created compelling visual narratives that documented student experiences and reinforced the organization's identity across digital platforms.

## SKILLS
- Python, HTML, CSS, JavaScript, R, Figma, Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Microsoft Office Suite, Excel, Capcut, Mandarin