

# Jiayi Li

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## EDUCATION

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### 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

## PROJECTS

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### 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

- Collaborated with teammates to conduct interviews, collect data, 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

## LEADERSHIP EXPERIENCE

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### 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, 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

## SKILLS

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