

# Youjing Lydia Li

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## Digital Product Owner & Software Developer

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+1(604)-724-0618

Toronto, Ontario, Canada

(Canadian citizen eligible for TN)

## Education

### University of Toronto

Sep 2020 – May 2022

Master of Information in

User Experience **Design** &

Information System Design

### Massachusetts Institute of Technology on edX

Mar 2020 – Sep 2020

Coursework in

Qualitative **Research** & Data

Analysis for Social Scientists

### University of Waterloo

Sep 2015 – May 2020

Bachelor of **Engineering** in

Electrical Engineering

Major GPA: 3.7/4.0

## Extracurricular

### Co-Founder

UW Computer Graphics

### Public Speaker

UW Toastmasters

### Stylist & Model

UW Style Society

### Vice President

UW Chinese Dance

### Content Creator

McRoberts Magazine

## TECHNICAL HIGHLIGHTS, 2016 - 2020

**PRODUCT:** Cloud Infrastructure, Data Analytics, Network Operations, AI/ML

**DATA:** SQL, Python, Java, R, HTML/CSS, JavaScript, Excel, Tableau, Database

**UX:** Competitive Analysis, Heuristic Evaluation, Contextual Inquiry, Persona,

Card Sorting, Usability Testing, Interview, Survey, Storyboarding

## INDUSTRY EXPERIENCE

### Microsoft Toronto, ON

Product Marketing Manager, Data & AI • Aug - Nov 2019

**BRAND:** Crafted user stories with personas and empathy mapping. Facilitated 5 user research events, resulting in 700 survey responses outlining key metrics.

### Nvidia Santa Clara, CA

Cloud Infrastructure Designer, Kubernetes • Jan - Apr 2019

**DESIGN:** Owned dashboard design process from requirements to user flows, wireframes, mockups, and prototypes by introducing an iterative approach.

### Nvidia Santa Clara, CA

Hardware Infrastructure Designer, Shield • May - Aug 2018

**BUILD:** Conducted stakeholder interviews and ethnographic observations to understand context and constraints. Translated wireframe to code in 2 days.

### Ford Waterloo, ON

Full Stack Developer, Telemetry • Sep - Dec 2017

**CODE:** Iterated designs quickly from sketches to hi-fidelity prototypes. Built 3 functional features and presented design reasoning to cross-functional teams.

### Sun Life Financial Waterloo, ON

Program Coordinator, Network Operations • May 2016 - Apr 2017

**MANAGE:** Uncovered design opportunities and built a website to track projects and monitor TCP/IP performance. Executed million-dollar LAN/WAN projects.

## PROJECT SHOWCASE

### Portfolio: <https://LiLydia.github.io>

Stealth Wealth, ML-Powered App • May 2019 – Jun 2020

**LEAD:** Defined user needs through surveys, interviews, and competitive analysis. Evaluated feature delivery and roadmap to maximize engagement.