



Youjing Lydia Li

**Aspiring Researcher
& Software Developer**

 <https://lilydia.github.io>

 youjing.lydia.li@gmail.com

 +1(604)-724-0618

 [LinkedIn.com/in/LydiaLiUW](https://www.linkedin.com/in/LydiaLiUW)

(Canadian citizen eligible for TN)

Education

University of Toronto
Sep 2020 – May 2022

M.I. in Information Systems
Design & Human-Centered
Data Science

**Massachusetts Institute
of Technology on edX**
Mar 2020 – Sep 2020

Qualitative **Research**

University of Waterloo
Sep 2015 – May 2020

B.E. in Elec. **Engineering**

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

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

UX: A/B Test, Interview, User Persona, Focus Group, Journey Map, Competitive Analysis, Heuristic Evaluation, Card Sort, Storyboard, Survey, Contextual Inquiry

PERSONAL PROJECT

University of Waterloo <https://lilydia.github.io>

Capstone Research Project, Machine Learning • May 2019 – Jun 2020

LEAD: Defined user and market needs via research insights on stock tracking apps. Analyzed user behavior through psychological decision-making models.

INDUSTRY EXPERIENCE

Microsoft Toronto, ON

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

BRAND: Built data pipelines to track metrics. Facilitated 5 UX research events, collecting 700+ user surveys to change product teams' top-line metrics goals.

Nvidia Santa Clara, CA

Software Developer, Cloud Infrastructure • Jan - Apr 2019

DESIGN: Collected system data to compute and visualize performance metrics. Owned dashboard design process, reducing workflow from 8 steps to 5.

Nvidia Santa Clara, CA

Software Developer, Hardware Infrastructure • May - Aug 2018

BUILD: Owned and developed a project tracking dashboard pulling data from all CAD repositories. Presented analyzes and grew dashboard users by 55%.

Ford Waterloo, ON

Software Developer, Data Telemetry • Sep - Dec 2017

CODE: Automated company-wide postprocessing data cleaning. Worked with Bug Fix teams on notification features, improving click-through rate by 25%.

Sun Life Financial Waterloo, ON

Program Coordinator, Network Operations • May 2016 - Apr 2017

MANAGE: Executed million-dollar LAN/WAN projects. Uncovered opportunity and built a website to track projects, saving hours of labor from NOC analysts.