

# Youjing Lydia Li

## Aspiring Researcher & Software Developer

youjing.lydia.li@gmail.com

+1(604)-724-0618

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

## PROJECT SHOWCASE

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

**Stealth Wealth, ML-Powered App • 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.