

Thomas Li

PRODUCT + DESIGN

631 871 5050 thomast.li thomastli@u.northwestern.edu

PROFILE

Senior at Northwestern graduating in June 2020. Seeking opportunities in UX / product design and product management (winter 2020 internships, summer full-time roles).

SKILLS

Figma
Sketch
Adobe XD
Adobe Photoshop
Adobe Illustrator

HTML/CSS
JavaScript
React
Python

User Research
Journey Maps
Personas
Interviews
Surveys

Wireframing
Prototyping
A/B Testing

Git, GitHub
Trello
JIRA
Confluence
Keynote

EDUCATION

Northwestern University

Expected June 2020

B.S. Communication Studies, Computer Science, Segal Design Certificate

GPA – 3.86 / 4.0

Related Courses – UX Design, Human-Computer Interaction, Algorithms & Society, Interactive Information Visualization, Rapid Prototyping for Software Innovation

Activities – Develop + Innovate for Social Change, NU Bay Area Immersion Program

EXPERIENCE

Groupon

June – Sept. 2019

Technical Product Management Intern, Groupon Goods

Launch features for Groupon Goods merchants and users by working with engineers, designers, and business stakeholders. Focusing on CX improvements for buy box UI on Goods deal pages, development of a deal page content A/B testing framework, and shipping an MVP for automating a marketplace fraud prevention program.

Airbnb

Apr. – June 2019

UX Research Client Project, NU Bay Area Immersion Program

Addressed pain points in the pet traveler experience by prototyping a new pet fee collection feature. Surveyed 23 Airbnb hosts to understand their interactions with guests traveling with their pets. Designed exploratory mockups for a pet profile feature and presented findings to Experience Research team.

Braintree

June – Aug. 2018

Documentation Intern

Collaborated with PMs and designers to create new landing page illustrating unique product value and decreasing drop-off within Braintree developer docs. Created and tested updated copy and visuals, lowering bounce rate to 9% (40% below site avg.).

NU Knight Lab

Apr. – June 2018

UX Designer, Fact-Check Flow

Wireframed and prototyped a Google Docs plugin allowing newsroom journalists to fact-check stories in-browser. Developed MVP using Firebase & Google Apps Script.