

Thomas Li

PRODUCT + DESIGN

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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

Working with engineers, designers, and business stakeholders to launch features for Groupon Goods merchants and users. Implementing CX improvements for buy box UI on deal pages, launching MVP of Marketplace automated fraud prevention system, designing sections of new merchant dashboard.

Airbnb

Apr. – June 2019

UX Research Client Project, NU Bay Area Immersion Program

Led user testing of pet fee collection feature for hosts. Surveyed and interviewed 23 Airbnb hosts to understand their interaction with guests traveling with their pets. Designed exploration 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 illustrate Hosted Fields product value and decrease drop-off within the Braintree developer docs. Created and tested new landing page and visuals, lowering bounce rate to 9% (40% below site average).

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.