

Thomas Li

PRODUCT DESIGNER

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SKILLS

Figma
Sketch
Adobe XD
Adobe Photoshop
Adobe Illustrator

HTML/CSS
JavaScript
React
Python
Tableau

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, Computer Science, Design

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, 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. Focusing on CX improvements for buy box UI on Goods deal pages and development of a deal page content A/B testing framework.

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

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