Thomas Li

PRODUCT + DESIGN   631 871 5050   thomastli@u.northwestern.edu

SKILLS

Prototyping
Wireframing

Figma
Adobe XD
Sketch
Zeplin

A/B Testing
User Research
Journey Maps
Personas
Interviews
Surveys

Adobe Photoshop
Adobe Illustrator

HTML / CSS
JavaScript
React
Python

Git, GitHub
Trello
JIRA
Confluence
Keynote

EDUCATION

Northwestern University
Expected June 2020

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

GPA – 3.9 / 4.0

Related Courses – UX Design, Algorithms & Society, Rapid Prototyping for Software, Consumer Insight, Teaching Assistant for Interactive Information Visualization

EXPERIENCE

Wish
Jan. – Mar. 2020

Incoming Product Design Intern

Groupon
Jun. – Sep. 2019

Technical Product Management Intern, Groupon Goods

Drove ideation and development of MVP for Merchant Graduation anti-fraud system within Groupon Goods by creating user stories, product requirements, and desktop wireframes for merchant dashboard. Reduced merchant suspension steps by 30% and partnered with business and engineering for technical implementation.

Airbnb
Apr. – Jun. 2019

Design Research Client Project, Northwestern Bay Area Immersion Program

Surveyed 23 Airbnb hosts to understand pain points in interacting with pet travelers. Designed mockups for pet profile features in Figma and presented findings to Airbnb Experience Researchers.

Braintree
Jun. – Aug. 2018

Documentation Intern

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

ACTIVITIES

Develop + Innovate for Social Change
Jan. 2018 – Present

Public Relations Chair

Grew interest in organization focused on tech and social good from conception to 200+ students. Manage design, strategy, and promotion for quarterly external events.

Northwestern University Knight Lab
Apr. 2018 – Present

Studio UX Designer

Build proof of concept prototypes for tech/media projects: Fact-Check Flow (web-based fact-checking for small digital newsrooms) and Visual Recipes (using icons and symbols to simplify following recipes while cooking).