

# Thomas Li

PRODUCT + DESIGN

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Senior at Northwestern graduating June 2020, interested in full-time product design & product management roles.

## SKILLS

Figma

Sketch

Adobe XD

Zeplin

Wireframing

Prototyping

A/B Testing

Adobe Photoshop

Adobe Illustrator

User Research

Journey Maps

Personas

Interviews

Surveys

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 – 3.86 / 4.0

Related Courses – UX Design, Algorithms & Society, Human-Computer Interaction, Consumer Insight, Rapid Prototyping for Software Innovation, Data Structures

Activities – Develop + Innovate for Social Change, NU Bay Area Immersion Program, TA for Interactive Information Visualization (Fall 2019), Peer Adviser

## EXPERIENCE

### Wish

Jan – Mar. 2020

Incoming Marketplace Product Design Intern

### Groupon

June – Sept. 2019

Technical Product Management Intern, Groupon Goods

Launched features for Groupon Goods merchant platform, working with engineers, designers, and business stakeholders. Focused on an MVP for automated marketplace fraud prevention, moving from requirements to testing in 12 weeks.

### Airbnb

Apr. – June 2019

Design 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 pets. Designed exploratory mockups and presented findings to Experience Research team.

### Braintree

June – Aug. 2018

Documentation Intern

Collaborated with PMs and designers to build 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.