Thomas Li

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Experience

Atlassian Product Designer
Jul. 2020 - Present
Mountain View, CA

Designing cross-product experiences for Confluence Cloud with a focus on mobile.
- **Core product:** Designed early versions of web / mobile special projects (not yet released), identified and implemented design debt fixes in app-wide audit.
- **Acquisition:** Increasing mobile MAU through growth design.
- **Design systems:** Created and currently maintain Confluence mobile component library.

Wish Product Design Intern
Jan. - Mar. 2020
San Francisco, CA

Designed new branded product and fee summary webpages for the 1M+ merchants registered to sell on Wish. Expanded on designs for total overhaul of merchant mobile experience.

Groupon Technical Product Management Intern
Jun. - Sept. 2019
Chicago, IL

Drove ideation, defined requirements, and oversaw design iteration for Groupon Goods merchant review feature. Partnered with business and engineering stakeholders for execution.

Blueprint Alpha User Experience (UX) Engineer Intern
Sept. - Dec. 2018
Evanston, IL

Built new features as sole design / development hybrid at a early-stage food delivery startup.

Braintree Documentation Intern
Jun. - Aug. 2018
Chicago, IL

Revamped onboarding experience for internal knowledge base. Collaborated with strategists to design, code, and launch updated Hosted Fields landing page, lowering bounce rate to 9%.

Marcel Digital Digital Marketing Intern
Mar. - Sept. 2017
Chicago, IL

Optimized ad spend and built sites for clients like Johns Hopkins Medicine and StreetWise.org.

Education

Northwestern University B.S. Communication Studies, Computer Science, Design
Sep. 2016 - Jun. 2020
Evanston, IL

GPA - 3.9 / 4.0
Activities: TA for CS 396: Interactive Information Visualization, Bay Area Immersion Program (design research with Airbnb), research with NU CollabLab (senior thesis on "*Understanding UX career interest through social cognitive career theory*")

Interests

Human-centered design, business design, design systems, Silicon Valley culture, social justice, LGBTQ+ advocacy in tech, digital storytelling, Asian-American coming-of-age stories, coffeeshops, sumo oranges