

Thomas Li

PRODUCT + DESIGN

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SKILLS

Figma

Sketch

Zeplin

Adobe XD

Adobe Photoshop

Adobe Illustrator

A/B Testing

User Research

Journey Maps

Personas

Interviews

Surveys

Wireframing

Prototyping

HTML / CSS

JavaScript

React

Python

Git, GitHub

Trello

JIRA

Confluence

Keynote

EXPERIENCE

Wish

Incoming Product Design Intern

Jan. – Mar. 2020

Groupon

Technical Product Management Intern, Groupon Goods

Jun. – Sep. 2019

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

Airbnb

Design Research Client Project, Northwestern Bay Area Immersion Program

Apr. – Jun. 2019

Surveyed 23 Airbnb hosts to collect data and analyze pain points in interacting with pet travelers. Followed human-centric design principles to mockup pet fee and profile features in Figma, and presented findings to Airbnb Experience Researchers.

Braintree

Documentation Intern

Jun. – Aug. 2018

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

EDUCATION

Northwestern University

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

Expected Jun. 2020

GPA – 3.9 / 4.0

Related Courses – UX Design, Algorithms & Society, Rapid Prototyping for Software Innovation, Programming Languages, Human-Computer Interaction, Consumer Insight, Teaching Assistant for Interactive Information Visualization

ACTIVITIES

Develop + Innovate for Social Change

Public Relations Chair

Jan. 2018 – Present

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

Northwestern University Knight Lab

Studio UX Designer

Apr. 2018 – Present

Build proof of concept prototypes with mockups and code 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).