

# Matthew Y. Li

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## About

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Hello! I am a software developer with a passion for computer science, data analytics, and marketing. I chose this career path because it allows me to create impactful solutions that drive meaningful change. My experiences revolve around creating engaging interfaces, AI programs, and data-driven strategies, and I am continuously learning and expanding my skill set.

## Education

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### Rutgers University - New Brunswick

B.A., Computer Science; Business Administration (minor)

Sept 2021 – May 2025

GPA: 3.50

## Languages/Technology

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**Languages:** Python, Java, C, HTML, CSS, JavaScript, SQL

**Technologies:** React, Figma, JSON, Pandas, Overleaf, Power BI, Excel

## Experience

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### BASF | AI Research & Data Science Intern – Iselin, NJ

May 2023 – Aug 2023

- Spearheaded the electron microscopy imaging analysis of 1000+ captured images of fluid catalytic cracking catalysts, providing valuable data and ensuring precise evaluation
- Developed a Python program for image processing by masking all 1000+ images in a dataset and generating histograms to visualize and quantify the labeled data
- Reduced team's weekly workload of 40+ hours to mere minutes by collecting and utilizing data to train the YOLO object-detection AI model, enhancing efficiency and productivity

### BASF | Marketing & Intellectual Property Intern – Iselin, NJ

May 2022 – Aug 2022

- Built an EBIT Calculator to automate benchmarking of competitor profitability and cost margins, enabling more efficient monthly evaluations and streamlining client pricing analysis
- Developed a comprehensive Power BI model to visualize multi-year internal and competitive data on a dashboard, supporting strategic decision-making for marketing leadership
- Compiled & centralized 5+ years of competitor patent filings into a living knowledge database

### Rutgers OIT | IT Consultant – New Brunswick, NJ

May 2022 – Aug 2024

- Mentored Level 1 consultants, providing training and guidance to resolve hardware and software issues with a 95% first-call resolution rate, ensuring high-quality support
- Streamlined IT support processes by enhancing the knowledge base, reducing the average resolution time by 20% and improving team efficiency and service quality

## Projects

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### Music Recommender System | Python, Spotify API, Streamlit – [GitHub](#)

July 2024 – August 2024

- Recognized the challenge of improving music discovery beyond Spotify's limited playlist recommendations, which often provide only a small number of curated songs
- Developed an interactive app using Streamlit and the Spotify API, allowing users to input an unlimited number of recommendations based on a song's artist, genre, or BPM
- Delivered a scalable solution showcasing how APIs can overcome platform limitations to create a richer, more personalized music discovery experience

### Personal Portfolio | React, CSS, JavaScript, HTML – [GitHub](#)

- Developed a modern portfolio using React to showcase my web development and design skills, highlighting past projects and experiences through a visually engaging interface