

Justin Shi

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EDUCATION

Northwestern University

Judd A. and Marjorie Weinberg College of Arts and Sciences

Evanston, IL

Expected Graduation: June 2023

- Bachelor of Arts in Computer Science
- GPA: 3.75/4.00

WORK EXPERIENCE

In Writing

Startup Co-Founder

Evanston, IL

November 2021 - July 2022

- Founded In Writing (inwriting.io) - a decentralized text NFT marketplace on the Ethereum and Polygon blockchains
- Designed and built a mobile-friendly, SEO-optimized web application using Nuxt, HTML/CSS, and Amazon CDN. After over 30 user interviews, improved user retention and scroll time by 43%
- Leveraged knowledge in design patterns and cryptography to test and build a fully decentralized marketplace in Solidity
- Partnered with social media influencers and other communities to accumulate over 1,000 users in 3 months

Various Startups

Startups I founded or interned for

Evanston, IL

January 2020 - September 2021

- Designed and built an iOS application, SPA, and RESTful API for Sunrises (sunrisesapp.com) using Swift, PHP, and SQL
- Used A/B testing and sentiment analysis to design the UI/UX for Newco, a talent management software started by ex-McKinsey consultants, in Figma and Adobe Illustrator. Implemented 9 screens of the user interface using HTML, CSS, and Javascript.
- Set up automated unit testing environment and wrote unit tests for frontend and backend functions using Mocha and Jest for Qade, a gaming platform, which increased QA productivity by over 50%

McKinsey & Company

Research Intern

Shanghai, China

June 2018 - September 2018

- Conducted market research on upcoming Chinese retail trends such as unmanned and pop-up stores
- Wrote scripts to automate prospecting process and data analysis that increased productivity by 23%

Social Media Influencer

Social Media Influencer and Artist (www.instagram.com/fingeess)

Evanston, IL

2018 - 2022

- Executed original concepts for marketing campaigns on various social media channels for myself and other influencers
- Created content that reached over 300,000 unique users / month

LEADERSHIP & ACTIVITIES

Institute for Student Business Education (ISBE)

Team Lead for Business Development

Evanston, IL

September 2019 - Present

- Worked with startups to design and develop iOS and web application MVPs, two of which later received first round funding
- Worked with local businesses to build Single Page Applications in React and improve SEO and site performance by over 110%
- Implemented AGILE framework within a team of 8 to increase sprint productivity by 62%

Form & Function Marketing Club

Vice President of Communication

Evanston, IL

September 2019 - January 2021

- Worked with local businesses to renew brand strategies and implement marketing campaigns that increased sales by over 300%
- Oversaw and offered constructive feedback to over 50 client-facing strategies and graphics per quarter
- Voted "Most Valuable Designer" in 2020

SKILLS & INTERESTS

Technical: Python; C++; Swift; Javascript (Node.js, Vue/Nuxt, React); HTML/CSS; PHP; SQL; Solidity; Rust; Git; Mocha

Skills: Adobe Photoshop, Lightroom, Illustrator, InDesign; Figma; fluent in Chinese