

Justin Shi

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EDUCATION

Northwestern University: Weinberg College of Arts & Sciences

Evanston, IL

- Bachelor of Arts in Computer Science
- GPA: 3.78/4.00

Expected Graduation: June 2023

WORK EXPERIENCE

In Writing

Evanston, IL

Startup Co-Founder (www.inwriting.io)

November 2021 - Present

- Founded a decentralized digital asset marketplace for writers in Web3 with over 2,000 monthly users and 8,000 transactions
- Designed and developed a mobile-friendly, SEO-optimized Web application using Nuxt, TypeScript, Python, PHP, 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 decentralized marketplace in Solidity

Newco

Chicago, IL

Frontend Software Engineer; UI/UX Designer

June 2022 - August 2022

- Utilized A/B testing and sentiment analysis to find client pain-points and iteratively design the UI/UX for Newco, a talent management software started by ex-McKinsey consultants aiming to improve employee retention
- Implemented 'promotion milestone transparency' feature using React, which decreased company churn by 20% in 2022

Sunrises LLC

Evanston, IL

Startup Founder

January 2021 - November 2021

- Designed and built an iOS application, SPA, and RESTful API for Sunrises (sunrisesapp.com)—a startup generating personalized events to look forward to—using Swift, Python, PHP, SQL, and AWS EC2

Social Media Influencer

Evanston, IL

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

2018 - 2022

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

McKinsey & Company

Shanghai, China

Research Intern

June 2018 - September 2018

- Conducted market research on upcoming Chinese retail trends such as unmanned and pop-up stores
- Wrote Selenium scripts to automate prospecting, translation, and analysis processes to increase productivity by 23%

STUDENT INVOLVEMENT

Institute for Student Business Education (ISBE)

Evanston, IL

Team Lead for Business Development

September 2019 - Present

- Built web applications in React for local businesses and improved SEO and site performance by over 110%
- Designed and developed iOS and web MVPs for startups, two of which later received first round funding
- Set up CI/CD pipelines for startups and wrote unit tests using Mocha and Jest to increase QA productivity by over 50%
- Led team of 8 to incorporate Agile framework methodologies and increase sprint productivity by 62%

Form & Function Marketing Club

Evanston, IL

Vice President of Communication

September 2019 - January 2021

- Renewed brand strategies and implemented marketing campaigns for local businesses to increase 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 AND INTERESTS

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

Skills: Fluent in Chinese; Adobe Photoshop, Premiere, After Effects, Illustrator, InDesign, Figma

Interests: 3D Modeling, Illustration, Tetris, Competitive Typing