

# Justin Shi

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## EDUCATION

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### 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

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### In Writing

Evanston, IL

*Startup Co-Founder ([www.inwriting.io](http://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, 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](http://sunrisesapp.com))—a startup generating personalized events to look forward to—using Swift, Python, SQL, and AWS EC2

### Social Media Influencer

Evanston, IL

*Social Media Influencer and Artist ([www.instagram.com/fingeess](https://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

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### 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

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**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