Justin Shi

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EDUCATION

Northwestern University, Weinberg College of Arts & Sciences   Evanston, IL
- Bachelor of Arts in Computer Science   *Expected Graduation: June 2023*
- GPA: 3.75/4.00

WORK EXPERIENCE

In Writing   Evanston, IL
Startup Co-Founder   *November 2021 - July 2022*
- Founded In Writing (inwriting.io) - a decentralized text NFT marketplace on the Ethereum and Polygon blockchains
- Designed and developed a mobile-friendly, SEO-optimized web application using Nuxt, HTML/CSS, 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
- Partnered with social media influencers and other communities to accumulate over 1,000 users in 3 months

Various Startups   Evanston, IL
Startups I founded or interned for   *January 2020 - September 2021*
- Designed and built an iOS application, SPA, and RESTful API for Sunrises (sunrisesapp.com) using Swift, Python, and SQL
- Utilized A/B testing and sentiment analysis to design the UIUX 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, and increased QA productivity by over 50%

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 scripts to automate prospecting process and data analysis to increase productivity by 23%

Social Media Influencer   Evanston, IL
*Social Media Influencer and Artist (*www.instagram.com/fingees*)*   *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

LEADERSHIP & ACTIVITIES

Institute for Student Business Education (ISBE)   Evanston, IL
Team Lead for Business Development   *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%
- Led team of 8 to implement Agile framework methodologies and increase sprint productivity by 62%

Form & Function Marketing Club   Evanston, IL
Vice President of Communication   *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, Premiere, After Effects, Illustrator, InDesign; Figma; fluent in Chinese