Jiaxuan (Sally) Li

jiaxuansallyli@gmail.com | (857) 265-6493 | jiaxuansallyli.com | linkedin.com/in/sally-jiaxuan-li

EDUCATION

Boston University | Boston, MA   Expected May 2026

B.A. in Computer Science, B.S. in Advertising | GPA: 3.81/4.0 (Dean's List)

Relevant Coursework: Software Engineering, Web Application Development, Artificial Intelligence, Algorithms, Communication Research Methods, Advertising Strategy, Creative Development

EXPERIENCE

Web Application Development Teaching Assistant   January 2025 – Present

Department of Computer Science, Boston University   *Boston, MA*

- Mentor 120+ students in full-stack web development technologies, including HTML/CSS, JavaScript, TypeScript, React, Next.js, MongoDB, Vercel, and Git/GitHub.
- Lead weekly discussions and office hours, providing guidance and feedback on students' projects.
- Support course design and grading; manage course logistics, including attendance and exam proctoring.

Project Manager   January 2023 – Present

Boston University AdClub   *Boston, MA*

- Lead an 8-member cross-functional team delivering campaigns for clients, including brand identity design, rebranding, social media strategy, and content creation; earned repeat engagements and positive feedback for clear communication and strong execution.
- Build and maintain project workflows; coordinate with diverse stakeholders to gather requirements, facilitate regular updates and feedback sessions, and reallocate resources to ensure timely, high-quality delivery.

Media Strategy Intern   July – August 2025

MYStudio   *Cambridge, MA (Hybrid)*

- Conducted analytical benchmarking of 200+ digital accounts across 7 platforms, analyzing engagement, strategies, and visual representation; consolidated 5 years of WeChat content to guide brand positioning.
- Developed a media strategy handbook, defining target audiences, tone, and posting guidelines for 10+ channels.
- Photographed events and produced 17 posts tailored across Instagram, LinkedIn, WeChat, and Xiaohongshu; one gained 1.8k+ views, 100+ shares, and grew followers by ~10% within 24 hours.

PROJECTS

WeTrack | *React Native, TypeScript, Figma*   September – November 2024

- Led development of an Android app for real-time currency conversion and multi-currency expense tracking in an Agile environment, with secure authentication, interactive data visualizations, and diversified product features.
- Designed and prototyped interface with 5 core pages and login/signup flows.

WeatherApp | *React Native, JavaScript*   August 2024

- Developed an iOS weather app displaying real-time weather conditions and 5-day forecasts for multiple cities, with dynamic background animations and a dropdown city selector.

AIDoctor | *Figma*   February 2024

- Designed an interactive AI healthcare website prototype where users input symptoms via a body map to receive possible diagnoses and treatment suggestions, showcasing product ideation and user journey mapping.

SKILLS

Programming Languages: Python, Java, JavaScript, TypeScript, HTML/CSS, SQL, OCaml, Bash

Tools: Git, GitHub, Vercel, MongoDB, XCode, Android Studio, Figma

Frameworks & Libraries: React, React Native, Next.js

General Skills: Fluent in Mandarin and English, Microsoft Office, SPSS, Adobe Creative Suite