

Selena Li

Website: selenali07.github.io/Personal-Website | Github: github.com/selenali07

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OBJECTIVE

Self-driven and detail-oriented individual interested in building professional experience. Currently have a solid foundation of HTML/XHTML, CSS, and JavaScript, along with design software proficiency and can apply prior experiences to troubleshoot and pick up new skills.

SKILLS

Languages: JavaScript, HTML5/CSS3, Python, Java, C#, R, SQL

Tools and Frameworks: React, jQuery, Node.js, Wordpress, Sitecore, Firebase, Git, Jira, Heroku, Visual Studio, Netlify, Bootstrap, Material UI, SASS, Playwright, Cypress, Adobe Creative Suite, Sketch, Photoshop, and Figma

Relevant Coursework: Object-Oriented Programing, Web Development, Web Design, UI/UX Development, Files and Databases, Data Science, Data Structures, Discrete Structures, Information Retrieval, Security Protocols

WORK AND LEADERSHIP EXPERIENCE

Bank of the West, Front End Developer

May. 2021 – Aug. 2023

- Developed new user interfaces for bi-monthly checking account marketing campaigns, resulting in a 20% increase in checking account activation rates compared to the champion landing page.
- Contributed to CMS migration project, building 90+ reusable UI components utilized in site redesign, while also conducting codebase cleanup to reduce technical debt and achieve 100% ADA compliance.
- Gained exposure to the process of agile product development and software development lifecycle.

Pearl Hacks, Director of Technology

May. 2021 – May. 2022

- Led a student-organized hackathon for women and non-binary students pursuing a future in tech, attracting 1000+ registrants from 31 countries worldwide.
- Developed and maintained the user interface of pearlhacks.com to facilitate seamless integration of logistical and sponsorship information into the website, resulting in a cohesive and informative platform.
- Designed and implemented scripts to analyze participant data, which improved event insights and efficiency.

UNC Chapel Hill, Web Development Learning Assistant

Aug. 2021 - May. 2022

- Assisted in teaching 100+ undergraduate students with fundamentals in JavaScript, HTML, and CSS.
- Mentored a cohort of 25 students on a one-on-one basis, guiding them through challenging technical concepts and addressing specific questions related to worksheets and problem sets during office hours.

ACADEMIC AND PERSONAL PROJECTS

RateMyClub

- Created React web app allowing for students to read and write reviews of UNC student organizations.
- Implemented styled components to modularize the application's styling, ensuring consistency and scalability.

Paw-Mates

- Collaborated with a group of 3 peers to build full-stack web application.
- Utilized PetFinder API to create tinder-like application matching adoptable pets to potential owners.
- Designed and implemented UI components to establish branding for seamless user experience.

Exam Study Service

- Built web application allowing students to create multiple choice and short answer study questions.
- Created backend RESTful interface for developing exam question study guide using bottle.py and SQLite.

EDUCATION

University of North Carolina - Chapel Hill

Aug 2018 – May 2022

Bachelor's in Computer Science and Data Science

GPA: 3.52