**Na (Lina)** **Li**

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Na LI, from law and public policy background, has 3 years IP experience (1 year specifically on PCT). She has worked in digital transformation topics for 3 years and is interested in technology advancement. She supported WIPO’s largest outreach activity World IP Day and led the Youth Video Competition at WIPO. She excels in knowledge management, digital campaigns, and customer relations.

**WORK EXPERIENCE**

**World Intellectual Property Organization (WIPO)** Feb. 2025-Present

Young Expert, PCT Legal and User Resources Sector Geneva, Switzerland

* Curate the monthly PCT newsletter by collecting and editing content, and redesigning the PCT webpages and Mailchimp layout.
* Strengthened WIPO’s outreach at the International Exhibition of Inventions, Geneva by leading virtual tours of the WIPO World of Innovation and Creativity with VR headsets, trained the volunteers for assisting events and assisted in collecting surveys.
* Updated PCT regulation rule changes and associated ZH documents, and draft PCT user stories and case studies.
* Collected and analyzed PCT data, including 20,000+ emails and legal documents, to prepare an AI chatbot that assists PCT users better, improves the efficiency and accuracy of PCT-related queries, and identifies users’ needs and requirements.
* Assisted in developing the Chinese version of the e-PCT Applicants’ Guide, collaborating with developers to digitize the original PDF and enhance the search and cross-reference functions on web-version to make it more accessible and user-friendly.

Young Expert, WIPO Knowledge Center Feb. 2024-Feb. 2025

* Curated monthly newsletter content and managed a new LinkedIn account to promote WIPO publications, support report launch events, and increase the downloads and usage of WIPO publications and databases.
* Assisted World IP Day campaign- the largest WIPO outreach campaign by coordinating[*IP and SDG tools*](https://multimedia.wipo.int/exhibitions/ip-sdgs/index.htm)*,* managing events, changemakers’ gallery, and coordinating video/image contents (social media kit) for website and social media channels, coordinated procurement of ads for SEO campaign for websites and TikTok, LinkedIn, Instagram and analyzed organic and paid campaign report.
* Coordinated the Youth Video Competition by preparing website content, setting up the competition platform (AwardForce), coordinating translations, managing social media campaign assets, and overseeing campaign budget allocation.
* Assisted WIPO visitors by presenting the overview of WIPO activities and leading tours to the WIPO premises.

**International Telecommunication Union (ITU)**Nov. 2022-Nov.2023

ITU-T Study Group Intern, smart city and metaverse team Geneva, Switzerland

* Website and knowledge hub: *Led new website project - ITU’s* [*digital transformation resource hub*](https://www.itu.int/cities/dt-resource-hub/)and researched 1000+ publications on 6 topics including metaverse, digital twin, AI, and Blockchain; co-design new ITU metaverse and cities websites.
* Event Support &Communication: assisted metaverse forum, digital transformation webinar series and in-person events, prepared communication materials e.g. set up the website, prepared presentation slides, social media posts & assisted outcome files.
* Researched metaverse and smart city topics, complied expert lists and mailing lists, and contributed to revising the technical reports.

**China Electronic System Technology (CESTC)** Jan. 2021-Sep.2022

Smart City Consultant   Beijing, CN

* Co-designed surveys, interviews and field visits to collect city-level data drafted smart city plans/reports for governments.
* Conducted research in emerging technology policies and market trends, and assisted local governments in implementing projects on digital public infrastructure, digital economy, and digital society.

Audi Strategy Analyst Intern, R&D Strategy Group July-Sep.2019 Beijing, CN

* Conducted research on Chinese tech companies’ activities in smart mobility and EV industry and identified potential partners.
* Support Audi one R&D project in re-organizing national R&D resources, collected staff data, and assisted presentations.

KPMG Project Intern, Global Strategy Group  Aug-Sep. 2018 Beijing, CN

* Researched smart city concept and conducted interviews/surveys with industry leaders, government officials and smart city experts, collaborated with JD Global representative to prepare content for smart city whitepaper.

Alibaba Group Public relations assistant Dec. 2017- April 2018 Hangzhou, CN

* Led create a new account-Ali-fresh, prepare content and manage social media platforms Weibo, WeChat, and TikTok, increasing thousands of new followers and gaining millions of reviews by collaborating with the searching optimization team at Alibaba Group.

**RESEARCH&PUBLICATIONS**

* Capstone project: The student loan industry in California works with Consumer Report, 2019-2020, UCLA. Conducted lit review on U.S student lending bills, conducted 50+ interviews and surveyed 200+ respondents to collect student loan data, analyzed the dataset with R to generate insights and findings, and created a report to support the new California student loan bill.
* Shuyuan Song, Yan Wang, Yu Shi, Na Li, Comparison of digital transformation of governments and enterprises and an analysis of development trends, Information technology and network security[J], 2021,40(07):1-5+

**EDUCATION**

UCLA,Luskin School of Public Affairs  Sep. 2018- Dec.2020

Master of Public Policy, Technology Policy GPA:3.45/4 Los Angeles, US

Zhejiang University, School of Public Affairs Sep. 2014-June 2018

Bachelor of Laws, politics and public Administration GPA:3.74/4 Hangzhou, CN

National Taiwan University. Exchange student, GPA: 4.07/4.3 Sep.2016-Jan.2017 Taipei, Taiwan CN

SKILLS

IP Law: UNIGE-WIPO Summer school, PatentX-Health (WIPO-Harvard Course, Sep 2024-Dec 2024)

Languages: English (Advanced), Chinese (Native), French (A2)

Skills: WordPress, SharePoint; Data analytics-Excel, R, PowerBI; Marketing-Mailchimp, CRM; Graphic design and video production