

Yoona Li

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Entrepreneurship

FashionVote (with Prof. Dennis Shasha, NYU Courant Institute) *New York, NY / Aug 2025–Now*
Founder & Research Lead

- ▶ Founded an AI-driven fashion analytics platform leveraging DeepFashion datasets to crowdsource real-time style preferences and forecast trends.
 - ▶ Designed user voting interfaces and trained predictive models achieving 90%+ accuracy in trend classification.
 - ▶ Analyzed data from 10K+ users; platform attracted retail partnerships exploring marketing and product design applications.
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Education

New York University, Gallatin School of Individualized Study *New York, NY / Expected Jun 2026*
Bachelor of Economics, Statistics

Professional Experience

Minsheng Securities *Investment Banking Intern* *Shanghai, China / Jul 2025–Present*

- ▶ Drafted IPO prospectuses and conducted market/financial research for regulatory submissions.
- ▶ Performed valuation and due diligence; contributed analyses to client presentation materials.

AIA International Limited *Wealth Management Intern* *Hong Kong, China / Apr 2025–Jun 2025*

- ▶ Prepared 30+ customized wealth and insurance portfolio proposals for HNW clients (AUM > HKD 50M).
- ▶ Conducted research across five major asset classes; improved portfolio tracking and allocation efficiency by ~15%.

ThunderSoft *Algorithm Intern* *Beijing, China / Jun 2025–Jul 2025*

- ▶ Optimized Xiaomi smartphone algorithms via large-scale annotation and model fine-tuning.
- ▶ Collaborated with engineers to improve algorithm efficiency and accuracy.

MTN Capital Partners *Private Equity Intern Analyst* *New York, NY / Nov 2023–Apr 2024*

- ▶ Produced a 7-page industry brief on environmental services using third-party research.
- ▶ Screened 100+ companies against investment theses; analyzed size, geography, and metrics.

InvestBank Corp. *Investment Banking Intern Analyst* *Las Vegas, NV / Aug 2023–Nov 2023*

- ▶ Surveyed sponsor activity in metals/mining; profiled 100+ sponsors and recent deals.
- ▶ Built an Excel KPI dashboard consolidating client financials for senior reviews.

LXL Capital *Investment Banking Intern Analyst* *New York, NY / Jul 2023–Aug 2023*

- ▶ Supported equity financing for a sneaker brand; assisted a 30-page pitch and investor research.
- ▶ Summarized startup fundraising trends in a research memo for MD.

Blue Sky Capital Strategies *Financial Analyst Intern* *New York, NY / Jun 2023–Jul 2023*

- ▶ Aided research and modeling for equipment financing and hospital expansion projects.
- ▶ Prepared a 10-page business development memo on South America market entry.

Huatai Securities *Securities Intern Analyst* *Wuhan, China / Jan 2023–Apr 2023*

- ▶ Processed CSRC filings, created charts, and presented insights to management.
 - ▶ Built a KPI dashboard of platform trade flows for reporting integration.
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Projects & Research

NYU GPH Department of Biostatistics *Research Assistant (Grant)* *New York, NY / Sep 2025–Now Project*

- ▶ Designed concise child/family feedback surveys for extended psychological evaluations at ACS Children's Center.
- ▶ Built a small- N ($N < 200$) data-tracking plan across qualitative/quantitative fields (binary/ordinal/categorical) to retain analytic power for future publications/presentations.
- ▶ Analysis focus: differences in length-of-stay by diagnosis (ODD/ADHD/Depression) and by evaluation type (firesetting, PSB, violence risk).

Managing Public Health Backlash as a Public Health Emergency Lab, NYU School of Global Public Health *Research Assistant (Project 5: Quan/Qual Integration)* *New York, NY / Mar 2025–Now*

- ▶ Collaborated with a cross-institutional team (NYU, Ohio State, University of Minnesota) to map a typology of public health backlash and its policy implications.
- ▶ Integrated quantitative and qualitative datasets, linking statistical trends with narrative evidence via mixed-methods designs.
- ▶ Analyzed public health communication, policy responses, and community reactions; supported coding and memoing workflows in Dedoose.
- ▶ Synthesized findings into reports and case studies showing how backlash dynamics shape public trust and policy implementation.

Integrated Multi-View Breast Cancer Segmentation and Classification *Research* *– / Jan 2025–Now Project*

- ▶ Proposed multi-view breast cancer detection blending global consistency and local co-occurrence learning; fused features from primary and auxiliary mammographic views to improve prediction accuracy.
- ▶ Implemented a stacked multi-scale Transformer for enhanced feature extraction, yielding superior detection performance.

Leadership & Activities

UNICEF (NYU Chapter) *President* *New York, NY / Mar 2025–Present*

- ▶ Led organization promoting entrepreneurship and international finance; events with 150+ attendees.
- ▶ Grew membership by 45% and established partnerships with local startup groups.

Smart Woman Securities *Member, Equity Research* *New York, NY / Dec 2023–Present*

- ▶ Prepared a stock pitch and DCF; engaged in alumni panels and technical workshops.

Chinese Finance Club *Member, Mentorship Program* *New York, NY / Sep 2023–Present*

- ▶ Participated in weekly technical/behavioral training and corporate networking events.

Skills

Programming Python, R, MATLAB, SQL, Excel (Advanced)

ML/Stats PyTorch, Scikit-learn, XGBoost, SHAP, LIME

Languages English (Fluent), Mandarin (Native)

Other TikTok & Weibo (15k+ followers)

Interests Piano (Spinet), Boxing, Photography, Chinese Traditional Cooking
