

Alison Li

alison.li@columbia.edu | (716) 935-8552 | San Francisco Bay Area | www.alisonwli.com

Motivated industrial engineer seeking a full time opportunity as a **Data/Product/Marketing Analyst or UX designer**. Experience in a variety of industries as a programmer, product designer, and operations/data intern.

EDUCATION

Columbia University

September 2016 - May 2020

Bachelor of Science, Industrial Engineering (GPA: 3.72/4.0)

Relevant Courses: Data Structures | Statistical Modeling | SQL Databases | Project Management | Business Analytics | UI Design | Human Factors | Visualization and Storytelling with Data | Differential Equations

SKILLS

Languages: HTML/CSS, Javascript (learning React), Java (Oracle SE 8 Certified), Python, R, SQL, VBA

Tools: Microsoft Office Suite, Looker, Tableau, DFP/GAM, Git, Bitbucket, JIRA, Optimizely (A/B Testing)

Design: Adobe Photoshop, Illustrator, XD, Figma, Invision

EXPERIENCE

CBS Interactive - Ad Operations Analyst Intern

June 2019 - August 2019

- Performed system analysis to identify process inefficiencies and designed resolutions to address bottlenecks
- Wrote SQL and Python scripts to query, visualize, and perform statistical analysis on campaign visibility data
- Created an Excel macro (VBA) to automate sorting data to optimize report generation; reduced completion time from hours to seconds

The College Board - Performance Engineer Intern

June 2018 - August 2018

- Programmed a web application using HTML/CSS and Javascript (Node.js, React) to streamline load testing
- Gathered requirements, demoed application and led UAT testing with end users to ensure desired features
- Wrote documentation and organized internal wiki (JIRA, Bitbucket, Agile)

PTBoard - Product and Graphic Designer

June 2016 - August 2018

- Designed and coded customizable announcement templates (HTML/CSS)
- Created promotional marketing materials, including social media ads and graphics
- Created wireframes and prototypes for a mobile app using (Adobe XD, Figma)

Penguin Random House - Creative Marketing Analyst Intern

February 2017 - May 2017

- Analyzed market trends data from social media and developed directed content strategies
- Designed marketing and web graphics shared on social media

VOLUNTEERING

Columbia Spectator Publishing Company

September 2016 - May 2018

Product Designer, created web & mobile mockups for Columbia's student-run publishing company

Kids are Scientists Too

September 2014 - June 2016

School Co-Director, encouraged elementary students to pursue STEM w/ hands-on experiments