

James C. Li

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EDUCATION

University of Wisconsin-Madison, Madison, WI

Bachelor of Science in Computer Science,

Expected May 2027

Certificates: Graphic Design Certificate, Digital Studies Certificate

Course Highlights: Human Communication in the Age of Artificial Intelligence (AI), Intro to Foundation Models

INTERNSHIP

Shenzhen Baichuan Cloud Technology, Shenzhen, CN

Technology Intern

Jun 2025 - Aug 2025

- Implemented Vue 3 internationalization across 6 modules of an enterprise office automation platform, adapting interface content across dashboards, navigation, forms, and workflow screens
- Refined interface components and page layouts by improving visual hierarchy, alignment, content organization, and consistency across the platform
- Enhanced 7 dark-mode interface components using Vue 3, Element Plus, JavaScript, and CSS, adjusting color, typography, and spacing to improve readability and usability
- Coordinated with designers and developers to support feature integration within shared Gitee repositories, while documenting development progress and communicating project updates through internal collaboration tools

PROJECTS & RESEARCH

UW-Madison Introduction to Human Computer Interaction, Madison, WI

BadgerReserve

May 2026

- Conducted user research with a 3-person team for a 3-participant design ethnography, documenting findings through interviews, transcription, field notes, sequence models, and affinity mapping, to identify user behaviors and pain points
- Synthesized research findings collaboratively into 5 key themes and contributed to 3 design concepts for improving campus study-space discovery and reservation
- Evaluated design concepts through semantic differential and desirability testing, analyzing feedback on efficiency, convenience, and usability to inform the final prototype
- Produced and edited a final 3-minute video scenario communicating the proposed user experience, collaborating on concept development, scene planning, and visual execution

MadHacks (Hackathon), Madison, WI

Restaurant Route Finder

Nov 2024

- Designed the React front end for a route-planning web application, developing trip and meal-input interfaces, page navigation, results displays, and Google Maps route visualization with waypoint selection functionality
- Integrated front-end and back-end code within a 3-person team by managing shared GitHub repositories, coordinating task ownership, and completing development through in-person and virtual collaboration

UC Berkeley Summer Springboard for UX & UI Design, Berkeley, CA

Venmo Redesign

Jul 2022 - Aug 2022

- Conducted user research and survey-based data collection to identify 3 pain points in the business-profile creation experience and translate findings into redesign opportunities
- Analyzed a 7-task user workflow and developed sketches, wireframes, and interactive prototypes to improve the discoverability and usability of the business-profile creation feature
- Designed and iterated on 15 Figma wireframes and prototype screens, applying visual hierarchy, spacing, contrast, and consistency principles while incorporating user feedback

CAMPUS INVOLVEMENT

UW-Madison User Experience (UX) Club, Madison WI

Member

Sep 2026 - Present

- Participated in collaborative UX discussions and workshops focused on design practices, user journey mapping, and applying user-centered design principles across web, mobile app, and other digital platforms.

SKILLS: UX/UI Design: Figma, Wireframing, Prototyping, User Research, Usability Testing, User Flow, HCI Design, Visual Design
Design, Creative & Business Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Rhino 3D, Microsoft Office Suite
Programming & Web Development: JavaScript, TypeScript, HTML, CSS, Vue 3, React, Java, Python, SQL, Bash, C, WordPress