

Alan Li

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EDUCATION

University of Michigan – Ann Arbor

Bachelor of Science in Computer Science

Minor in Math & Complex Systems

Cumulative GPA: 3.6/4.0

Relevant Courses: Web Systems, Machine Learning, User Interface Development, Game Design, Data Management Systems, Algorithms, Computer Organization and System Programming

Ann Arbor, MI

Aug 2020 - Dec 2022

Pennsylvania State University

Double Major: Computer Science & Mathematics

Cumulative GPA: 3.9/4.0, Honors: Dean's List & Selected Research Scholar

State College, PA

Aug 2018 – May 2020

WORK EXPERIENCE

Software Engineer

lululemon

Seattle, WA

March 2023 - Present

- Designed and implemented A/B test experimental frameworks to evaluate user interaction patterns, building client-side experiments with **React** and **JavaScript** while integrating **backend feature flag APIs**
- Collaborated with UX researchers and designers on 300+ experiments analyzing user behavior and design variations, improving conversion by 8% and informing \$300M+ decisions
- Improved BOPIS (Buy Online, Pick Up In-Store) experience by implementing a React-based, API-driven store selection toggle with feature flags, resulting in a 10% lift in BOPIS conversion

Research Assistant

Intelligent Transportation System Lab

State College, PA

Aug 2019 – Aug 2020

- Built an LSTM neural network to predict vehicle collisions, exploring how machine learning can enhance driver safety and decision support, and improved prediction accuracy from 67% to 72%
- Co-authored a SAGE Open Journal paper on human-in-the-loop transportation systems([View Paper](#))

PROJECTS

Theater Club Website — UX Research & Cross-Cultural Design

Aug 2025 – Present

- Redesigned a bilingual theater website to improve navigation for Chinese and English audiences
- Interviewed actors, organizers, and audience members to understand content needs and identify gaps in the existing flow; clarified priorities and reorganized the site's structure
- Built an accessible CMS that allows non-technical members to update rehearsal schedules, cast pages, and announcements without developer support

Portfolio & Booking System

Dec 2024 – March 2025

- Designed and developed a full-stack website with Next.js, Node.js, and PostgreSQL to showcase portrait photography work and support a simple, intuitive booking experience
- Streamlined client coordination with real-time scheduling and automated email confirmations
- Deployed on Vercel; optimized backend logic and database queries for enhanced responsiveness

The Long Road— Unity Game Designer & Product Lead

Aug 2022 – Dec 2022

- Led a four-person Unity team, guiding design direction and helping prioritize features
- Shaped the game's core player experience by designing the vehicle-driving and combat interaction system and writing the narrative of a lone traveler moving through a hostile forest road
- Conducted playtesting sessions and iterated on level pacing, difficulty, and interaction clarity based on user feedback; presented the game at the Ann Arbor Game Development Conference

SKILLS

- User Research, Experimental Design, Information Architecture, Accessibility, Usability Evaluation, Figma, JavaScript, React, Python, Java, C++, SQL, HTML

ADDITIONAL INFORMATION

Award & Publications: [The Prediction of Collisions in Connected Vehicle Systems with an LSTM model](#)

Other Activities & Interests: Theater Club (actor and director), Photography, Podcast Host