

Yushan Li

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EDUCATION

University of California, Berkeley

08/2022 – 12/2026

B.A., Computer Science & Cognitive Science

- **Skills:** Claude Code, Prompt & Context Engineering, Python, SQL, GoLang, CSS, JavaScript, Figma
- **Coursework:** NLP [WIP], ML [WIP], AI, Optimization Models, User Interface, Programming Language
- **Scholarships:** Full Scholarship – Shelby Davis Foundation and UC Berkeley Departmental Award

WORK

Hooglee

San Francisco, California

Product Intern (& unofficial SWE intern)

11/2024 – 12/2025

First junior hire at ex-Google CEO's video AI startup. Reporting to the ex-TikTok Head of Product, working closely with founders from day one to Series A (2xx million USD).

Product:

- Owned end-to-end development of Search and Discovery, integrating Gemini 2.5 Pro embeddings and vector retrieval. Led PRD, design, and cross-functional launch with 2 engineers, achieving <200ms query latency. Also built account and notifications from 0 -> 1.
- Built admin panel for trust & safety operations, user management, and growth analytics
- Designed prompt-engineered font generator using Google AI Studio, enabling non-technical creators to generate on-brand typography.

UX & Growth:

- Built user research funnel and 4-batch influencer program (200+ creators), conducting 100+ interviews to validate product-market fit and inform feature roadmap.
- Managed 15 influencer interns on growth strategy and facilitated weekly company-wide UX feedback sessions.

Backend & Eval:

- Won internal hackathon with context personalization feature, designing vibe-coded recommendation architecture that became foundation for content discovery system.
- Built 5+ evaluation datasets and I/O schemas for multimodal generation, establishing testing infrastructure for AI-powered creation tools.
- Refactored GoLang services (identity UID, server middleware, notifications APIs) to improve reliability and reduce technical debt as platform scaled.

UC Berkeley College of Engineering

Berkeley, California

Head Teaching Assistant

01/2024 – 05/2025

- Mentored 500+ students in [Berkeley Method of Entrepreneurship Bootcamp \(ENGIN 183B\)](#)
- Organized the first [Global Student Startup Competition](#) in Korea, and mentored the champion team
- Directed market research analysis of 300+ startups across AI, blockchain, and healthcare using Pitchbook and Yahoo Finance, and produced an eBook to study [the trend of future technology \(ENGIN 283\)](#)

OTHER

Interests: Travelling (20+ countries); Figure Skating (Cal FS team); Artistic Swimming (National Champion 2015)

Awards: International STEM Mathematics Olympiad 2021: Top 10 in the Global Ranking (top 0.1%)