

KAREN LI

✉ fwoshy@gmail.com | ☎ (407) 529-4649

Experience

Flashtalking
San Francisco, 2016 – Present

Technical Specialist

- Developed responsive HTML5 ad formats and reusable templates per client specifications and IAB standards
- Designed and built client-facing training portal with custom video controls and code snippet walkthroughs to facilitate developer onboardings
- Maintained existing codebase of an automatic Ad Repair feature
- Wrote documentation for product API and internal tools

Sizmek
New York, 2012 – 2016

Sr. Creative Solutions Engineer

- Modified and debugged client assets to optimize for clickthrough rate
- Built custom solutions and mock-ups based on ad campaign goals
- Fostered over 40 creative agency partnerships with QA support and regular feedback on how to integrate the Sizmek product into their workflow

Creative Development Specialist

- Advised on client creative process to fit time and budget constraints
- Wrote modules for implementing common ad features such as dynamic image variables or frame-by-frame transitions

Rent the Runway
New York, 2011 – 2012

Front-end Developer Intern

- Implemented site-wide features such as a JS animation for a “heart” interaction, calendar widget and homepage carousel
- Improved UI elements for a more intuitive shopping experience

Education

New York University
2008 – 2012

B.A. Computer Science

HackNY Fellow and Mentor, Founder of NYU Digital Arts Club

Skills & Technologies

- HTML, CSS/Sass, JavaScript, jQuery, React, Node.js, Java, Git
- Adobe Suite, Sublime, Unity, JIRA
- Creating prototypes and wireframes, usability testing
- Fluent in Chinese and adept at Spanish

Projects

- Various ongoing React projects such as *Color Picker* (share and test color swatches) and *I'm Hungry* (food recommender using the Yelp Fusion API)
- Winner of the Prudential Hackathon with a children's educational game
- Built assets and UI for voodoo doll iPhone game, *Hex'd*
- YouTube channel with video production totaling over 5 million views
- Freelance services for graphic design commissions and animations
- Provided 2D art assets and original musical compositions for app concepts