

SAMUEL LI

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EDUCATION

California Polytechnic State University

San Luis Obispo, CA

Computer Science B.S. and Art Minor, December 2009

- Concentrations in Artificial Intelligence and Human-Computer Interaction
- President's List, Dean's List

EMPLOYMENT

Abacus 5

Shanghai, China

Account Executive, Creative Director, Co-Founder

Dec 2001–Present

- Developed marketing strategies that led to the expansion of our client base as well as our brand recognition, allowing us to become one of the most well-known Chinese distributors in the action sports industry

Workday, Inc.

Pleasanton, CA

Software Engineer

Apr 2010–Nov 2010

- Designed and implemented the Anytime Feedback feature for the Workday HCM Talent Management solution with another teammate
- Collaborated with our PM and customers to successfully roll out the product in 4 months

Cal Poly Student Academic Services

San Luis Obispo, CA

Web and Database Developer

Sep 2008–Dec 2009

- Designed and developed layouts, relational models, scripts, reports, and tables to meet user needs on FileMaker Pro
- Created custom web applications using PHP and MySQL as a more versatile and cost-effective alternative to FileMaker Server

Lawrence Livermore National Laboratory

Livermore, CA

Computation Intern

Jun 2009–Sep 2009

- Implemented a new data plotting tool for the Environmental Restoration Department which increased the system's interactivity and usability
- Project poster was nominated for Department of Energy's 2009 SERCh symposium

Agilent Technologies

Santa Clara, CA

Enterprise Business Solutions Engineer

Apr 2008–Sep 2008

- Used Six Sigma principles and tools to reengineer and redesign the incentive pay process, improving flexibility and efficiency of sales force
- Created a Google Maps application for plotting sales districts, reducing the cost of using MS MapPoint
- Developed a project planning and tracking web tool that eliminates the use of spreadsheets
- Developed an anonymous feedback web forum which improved overall candor within my division

Grip Skateboard Magazine

Shanghai, China

Art Director

Jun 2005–May 2008

- Established the image and design template for the first skateboarding magazine in China
- Provided oversight of the magazine's design, layout, and prepress preparations

VOLUNTEER EXPERIENCE

Association for Computing Machinery

San Luis Obispo, CA

Publicity Director

Jun 2006–Jun 2009

- Developed new strategies that increased membership, event attendance, corporate sponsorship, and income
- Successfully planned and executed publicity campaigns for corporate and social events
- Increased interest, recognition, and support from the Computer Science department

Computer Science Fee Allocation Committee

San Luis Obispo, CA

Publicity Officer

Jun 2007–Jun 2008

- Part of an oversight committee that maintains and allocates the Computer Science department revenues for courses and new projects
- Authored and approved proposal for allocating funds to open a Student Development Lab

PROJECTS

Human-Computer Interaction

San Luis Obispo, CA

CubeSat CMS

Apr 2009–Jun 2009

- Upgraded the current CubeSat website to a content management system better suited for editors with minimal technical web knowledge
- Implemented a new front-end template to achieve better aesthetics and ease-of-use for public users
- Invited by Intuit to conduct usability studies at their Usability Research Labs

User-Centered Interface Design and Development

San Luis Obispo, CA

“SimpleDraw”

Jan 2009–Mar 2009

- Designed, prototyped, and implemented a simple drawing application for the Apple iPhone
- Prototyping done in Adobe Flash
- Utilized Interface Builder and Xcode to implement the user interface
- Drawing functionality implemented with OpenGL ES
- Performed usability studies and surveys and augmented UI based on user feedback
- Reached the #4 spot for most downloaded free productivity app on the iTunes App Store

Artificial Intelligence

San Luis Obispo, CA

Expert Earth Station

Jan 2009–Mar 2009

- Developed an intelligent agent that uses an expert system to automate CubeSat satellite operations, decreasing the resources needed when using human operators
- Utilized Java to implement most of the application and used JESS to implement the knowledge base

Computer Ethics

San Luis Obispo, CA

“Improving Safety-Critical Applications: Licensing Software Engineers”

Sep 2008–Dec 2008

- Wrote a paper discussing the ethical need to license software engineers working on safety-critical applications
- Interviewed licensed software engineers from around the country and used them as direct sources
- Paper was presented to committees within the NCEES, IEEE, and SELC

Software Engineering

San Luis Obispo, CA

Clue Card Game

Jan 2006–Jun 2006

- Took on the role of business analyst and software architect to build a Java version of the Clue Card Game with online multiplayer capabilities
- Worked with a mock client to gather, interpret, and negotiate requirements
- Implemented the GUI prototype in Flash and created the art assets in Adobe Photoshop
- Designed and implemented the server module which allowed for communications between players
- Created and ran JUnit tests

SKILLS AND CERTIFICATIONS

- PHP, HTML, CSS, JavaScript, jQuery, SQL, Objective-C, iOS SDK, Java, Perl, C, MIPS Assembly, Scheme, FileMaker Pro, Autodesk Maya, Autodesk 3ds Max, Adobe Creative Suite applications
- Six Sigma White Belt certified
- Lockheed Martin STARS Institute certified
- Fluent in English and Mandarin Chinese
- Proficient in handling technical, artistic, and business affairs