

# William Li

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## Education

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### University of California, Berkeley

M.S. (Master of Science), Computer Science with the Management of Technology Certificate (August 2010 - May 2011)  
B.S. (Bachelor of Science), Electrical Engineering and Computer Science (August 2007 - May 2010); GPA: 3.80

## Work Experience

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### Boost Labs Cofounder and CTO (March 2016 - present)

- Launched Superpod, a cross-platform app and website for human knowledge sharing
- Tech: Python/Django, React Native/Expo, Heroku, PostgreSQL, AWS

### ActivityHero Director of Engineering (November 2014 - December 2015)

- Transitioned website from Rails 3.0 to 4.2, and optimized checkout flow to increase conversions by 30%
- Improved code quality by introducing more formal code reviews, linters, style guides, and continuous integration.
- Performed security audit and fixed numerous security and privacy vulnerabilities.
- Built internal data entry tool with an additional QA phase to process ~50,000 business listings
- Tech: Ruby on Rails, jQuery, Heroku, PostgreSQL, AngularJS

### Zoetic Co-Founder (October 2013 - November 2014)

- Launched Zoetic, a service that helps users discover and share activities, events, and places.
- Full-stack developer: primarily worked on the web frontend (AngularJS), Android app, and backend (Python/Django).
- Acquired by ActivityHero

### Google Software Engineer (July 2011 - October 2013)

- Worked on the Conversational Search team on natural language processing, UI work, and prototypes
- Launched the Zerg Rush easter egg, which launched to very positive feedback and resulted in numerous front-page articles on tech blogs and traditional news sites alike
- Worked on various features and optimizations as part of the Faster Mobile Search and Searchbox teams

## Projects

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### Ninja Courses - ninjacourses.com (Summer 2007 - current)

- Provides a web interface to generate class schedules, eliminating manual permutations of classes
- Implemented a much-needed service for the UC Berkeley students, growing to over 70,000 total users across 5 universities

### Hiking/Photography Website - hiking.wli.io (June 2015 - current)

- Created showcase website for three of my hobbies - hiking, photography, and coding.
- Tech: Python/Django, Cloudinary, PostgreSQL, React, Bootstrap

### Web Security Research (February 2009 - May 2011)

- Co-authored "Attacks on JavaScript Mashup Communication" for the Web 2.0 Security and Privacy 2009 conference
- Ran a study of 100,000 websites with Richard Shin: "Measuring the Web for Security and Privacy"

## Skills

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### Web Development

Experience with Python (Django), JavaScript (React, Angular, jQuery), SQL, HTML, and CSS

### Mobile Development

Experience with React Native (Expo) and Java (Android)

### Misc Technologies

Experience with Heroku, PostgreSQL, Redis, AWS, GCP, Docker, Git, Linux

## Academic Honors

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### Tau Beta Pi - Engineering Honor Society (Joined Spring 2008)

- Helped organize and run over 100 events and led the organization as President and Vice President
- As the IT Chair, instituted a code review policy, migrated to a new server, and mentored newer officers

### Eta Kappa Nu - Electrical Engineering and Computer Science Honor Society (Joined Spring 2008)