

Alyssa Li

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EDUCATION

University College London (UK) | MSc Human-Computer Interaction

Sep 2024 - Sep 2025

Relevant courses: research/design methods, emerging technology, human-AI interaction, disability design, and data visualization.

University of California, Berkeley (USA) | BA Psychology

Aug 2017 - May 2021

Psychology major, pre-med life sciences courses, GPA: 3.65

WORK EXPERIENCE

Solara Limited | Head of Growth & Research

Mar 2025 - Present

- Led business strategy, product research, and go-to-market execution for an early-stage AI-enabled accessibility product.
- Synthesized mixed-methods research findings into strategic recommendations and executive presentations, driving 100+ users, 85% positive feedback, and 58% retention.
- External awards:** Best Pitch (UCL SustainTech Competition), Most Inclusive Product (UCL Venture Builder), Top 5% out of 729 teams (Santander X UK Awards).

State Street Optometry | Operations Generalist

Jan 2026 - Present

- Managed day-to-day patient operations for 25+ clients daily in a clinical setting, handling scheduling, insurance coordination, and records.
- Drove a 12% increase in sales by developing strong client relationships and high-quality consultations.

Sohal Lab, UCSF | Lab Manager, Neuroscience Researcher

Sep 2021 - Aug 2024

- Designed and executed multi-phase behavioral research projects across 5 external collaborating labs.
- Improved research team efficiency by 15% by building structured workflows and documentation systems, enabling consistent and scalable execution across distributed teams.
- Solo poster presentation at Society for Neuroscience Conference 2023: *Local Field Potential Biomarkers of Prefrontal PV Neuron Gamma Synchrony During Mouse Rule Shifting Behavior*.

Carhart-Harris Lab, UCSF | Clinical Research Technician (Part-time)

Aug 2023 - Aug 2024

- Conducted 100+ semi-structured qualitative interviews and behavioral assessments with clinical participants in psychedelic-assisted therapy studies.
- Synthesized qualitative session notes and behavioral data into structured insight reports, identifying key themes and translating findings for multi-disciplinary research teams.

EXTRACURRICULAR ACHIEVEMENTS

Crisis Text Line | Volunteer Crisis Counselor

Jan 2020 - Dec 2022

- Conducted text-based counseling sessions with individuals experiencing mental health crises, applying evidence-based de-escalation techniques in a healthcare-adjacent, high-sensitivity environment.
- Completed rigorous crisis counseling training in active listening, empathy-based communication, and structured problem-solving, developing skills directly applicable to stakeholder management and decision-making under pressure.

Global Leadership Organization | Media & Outreach Associate, Summit Director

Aug 2019 - Jun 2021

- Drove a 2x increase in brand visibility and 38% engagement lift across 3 digital initiatives through applying audience research to develop targeted messaging and content strategy.
- Led a 6-person team to coordinate and facilitate a 2 day leadership conference at UC Berkeley for 60+ professionals and university students.

ACADEMIC AWARDS & PUBLICATIONS

1st place: ACM CHI Student Design Competition 2025 (1st out of 84 international teams).

Commended research project: *Comparative analysis of GenAI usage in the modern workplace.*

Publications:

- Purple: Combining Individual and Collective Action to Increase Online Sustainability* | ACM CHI 2025
- A multi-institutional investigation of psilocybin's effects on mouse behavior* | bioRxiv 2025
- Transitioning from S1P Receptor Modulators to B Cell-Depleting Therapies in Multiple Sclerosis* | Neurology 2022

CORE SKILLS

Strategy & Research: Qualitative and quantitative methods · Competitive analysis · Discussion guide development · In-depth interviewing · Thematic analysis · Data-driven decision-making · Hypothesis testing · Cross-functional collaboration

Communication: Insight visualization · Report slide development · Stakeholder presentations · Data storytelling

Tools: Qualtrics · NVivo · Figma · Miro · Excel · PowerPoint · Generative AI · SQL (basic) · Python (basic)

Languages: English (native), Mandarin Chinese (conversational fluency)