

Jacqueline Li

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EDUCATION

Bachelor of Computer Science, University of Waterloo

Graduating December 2022

- Business Management Minor, 3.80 GPA
- Relevant Coursework: Data Structures & Algorithms, Operating Systems, Human-Computer Interaction, Data-intensive Distributed Computing, User Interfaces, Entrepreneurship & Creativity, Marketing Strategy

WORK EXPERIENCE

Product Technical Program Manager, Meta

June 2022 – September 2022

- Designing the advertiser experience for new compliance enforcement on the Business Ads Integrity team

Product Manager, Datadog

January 2022 – April 2022

- Led go-to-market strategy for the CI/CD product, converting 50K+ public beta users to paying customers and generating 10M ARR in the first month of billing
- Collaborated with cross-functional partners to ship a new feature that allows users to visualize the historical data of their continuous integration tests, increasing monthly active users by 20% MoM
- Presented product demos at customer conferences and conducted 20+ user interviews to address market needs, prioritize the road map, and improve product visibility

Software Engineer, Coinbase

September 2021 – December 2021

- Developed Coinbase Commerce's webhook delivery service from the ground-up using Golang, increasing the number of daily transacting merchants by 12%
- Migrated custodial user settings from Ruby on Rails to Golang which catalyzed feature delivery and streamlined the configuration process for 40K+ users
- Built new API endpoints in Golang to support new cryptocurrencies, custodial settings, and encryption keys

Infrastructure Technical Program Manager, Meta

May 2021 – September 2021

- Led the development of 8 key features in the routing product UI by analyzing logged data, conducting user interviews, and aligning stakeholders to improve workflow efficiency and overall user experience
- Identified performance gaps using SQL and Python which mitigated 366+ severe escalations/ month
- Built a dashboard to visualize leading metrics which optimized resource allocation across 150+ teams

Software Engineer, Xero

January 2020 – April 2020

- Built, maintained, and debugged a collection of document fetching/scraping microservices using Node.JS which increased service success rate to 99% and achieved a 2-year high

LEADERSHIP EXPERIENCE

Project Lead, Tech+

May 2021 – August 2021

- Drove cross-functional efforts between development, marketing, and finance to promote diversity initiatives and scale the largest mentorship program at the University of Waterloo to 900+ students

Chair, Women in Computer Science

January 2019 – May 2021

- Led a team of 8 committee members to source sponsors and organize university-wide technical workshops and hackathon activities, bringing female engagement to a 5-year high