

PETER LI

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EDUCATION

YALE SCHOOL OF MANAGEMENT
Master of Management Studies, Technology Management

New Haven, CT
2024 – 2025

YALE UNIVERSITY
Bachelor of Arts, Computing and The Arts

New Haven, CT
2020 – 2024

PROFESSIONAL EXPERIENCE

VIDIQ **Boston, MA**
Product Engineer, Research Tools **2026 – Present**

- Transformed the static dashboard into a dynamic feed of trending keywords and outlier patterns, which increased overall D3 retention 3.3%, decreased overall churn 6.1%, and generated \$4.8M in ARR

Associate Product Engineer, Keyword Research Tool **2025 – 2026**

- Created a “views per hour” metric for the 150K most-searched keywords by aggregating millions of internal video metrics into real-time trend graphs, which increased keyword purchases 8.4%, keyword retention 3.3%, and generated \$240K in ARR
- Implemented critical UX optimizations, including a bug fix for selecting keywords and accessible color grading for keyword score badges, which increased keyword purchases 7.9% and generated \$140K in ARR
- Shipped a new bulk search feature to help power users more easily compare keywords, which decreased keyword churn 4%, increased keyword purchases 2%, and generated \$190K in ARR

MAKERSTATE **New Haven, CT**
Co-Founder and Software Engineer **2024 – 2025**

- Built an AI-powered learning management platform to facilitate entrepreneurship education for creators
- Grew to over 1000 students by partnering with MITx, Midnight Oil Collective, Yale Innovations, Tsai CITY, MAP Fund, and CENTRO School of Design, Film, and Television
- Received the Morris and Miriam Pozen Entrepreneur Award (2025), the Startup Yale Audience Choice Award for Creative Ventures (2025), and the Yale Innovation Summit Audience Choice Award for Business Innovation in the Arts (2024)

SKILLS AND INTERESTS

- Languages:** TypeScript, JavaScript, Python, Scala, SQL, Java, C++, HTML/CSS
- Frontend:** React, Next.js, Tailwind, Redux, TanStack Query, Radix UI, Remotion
- Mobile:** React Native, Expo SDK
- AI & Machine Learning:** LangChain, LangGraph, OpenAI API, Google Vertex AI, Pydantic, FastAPI
- Backend & Data:** Node.js, http4s, Kafka, PostgreSQL, MongoDB, Elasticsearch, OpenSearch
- Product Infrastructure:** Stripe, Sanity CMS, Sentry, Amplitude
- Testing:** Playwright, Cypress, Vitest, Jest, Storybook
- Interests:** Acting and Sound Designing Theatre, Illustration, Creative Writing