

Jayson Li

+1(820) 241-7448 | xinchengli@ucsb.edu | www.linkedin.com/in/jayson_xincheng_li-286687390

EDUCATION

UCSB

Expected Jun 2029

Economics and Accounting Undergraduate | GPA: 3.87

Relevant Coursework: Microeconomics, Macroeconomics, Statistics, Linear Algebra, Calculus, and Research Methods in Economics

BASIS International School Park Lane Harbour

Sep 2021 - May 2025

EXPERIENCE

Dacheng Fund Management Co., Ltd.

Jul 2026 - Aug 2026

Summer Intern

- Supported marketing preparation for 1 new actively managed ETF to help explain its product features.
- Compiled data in 6 Excel workbooks for daily reports, sector ETF assessments, and market comparisons; researched and organized industry, company, and market information for product comparisons.
- Compared ETF performance by category and organized data on fixed-income and technology products.

UCSB

Mar 2026 - Jun 2026

Economics Course Assistant | Under Faculty Supervision

- Explained economics concepts in weekly office hours, answering questions to support student learning.
- Organized course materials and FAQs to support student review and address common course questions.
- Summarized recurring student difficulties for the professor to help prioritize topics for course support.

LEADERSHIP

UCSB Chinese Students and Scholars Association (CSSA)

Sep 2025 - Present

Deputy Leader, Events Team

- Helped organize and execute campus events, including a music festival, attracting 500+ students in total.
- Coordinated event schedules, materials, and team responsibilities across planning and execution for campus activities, including a music festival, in collaboration with the CSSA events team.
- Collaborated with campus organizations, sponsors, and student teams on event planning and logistics.

ACADEMIC PROJECTS

Carnegie Mellon University | Prof. Russell Golman

Sep 2022 - Dec 2024

Honors Course Research | The Curiosity Economy: How Wonder Drives Consumption

- Built a 3D model of consumer spending in SOLIDWORKS for research into curiosity and consumption.
- Applied the consumer spending model in a mystery box store with 500 volunteers as part of an honors research project examining the relationship between curiosity and consumption.
- Analyzed data correlations within an honors research project exploring curiosity and consumer spending.

LICENSES & CERTIFICATIONS

BCG - Strategy Consulting Job Simulation | PwC US - Management Consulting Job Simulation

SKILLS, ACTIVITIES, AND INTERESTS

Skills: Excel, PowerPoint, Word; statistical analysis fundamentals, data organization, and visualization.

Research & Analysis: Industry, company, and market research; product comparisons; correlation analysis.

Languages: Chinese (native), English (fluent)

Activities: Member of UCSB's Ethics Bowl Philosophy Club, Golf Club, and Chinese Basketball Club.

Interests: Basketball, golf, fitness, and table tennis.