

# ALEJANDRA COETO SÁNCHEZ

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Web page (portfolio):  
<https://alecoeto-portfolio.vercel.app/>

## EDUCATION

### Instituto Tecnológico y de Estudios Superiores de Monterrey - ITESM

Computer Science Engineering (Expected June 2026)  
GPA: 98.5/100

## WORK EXPERIENCE

### Microsoft - Azure Cosmic

SWE Intern (Sept 2 - Dec 20)  
Redmond, Washington

- Currently completing SWE internship in a team that manages infrastructure and internal platforms for other teams.
- Working in different microservices, learning and developing with **Go**, **Kubernetes** and **Azure DevOps**.
- Onboarded 17 build pipelines into Azure Build Health for monitoring. Developed YAML templates to publish test results with metadata.

### Google - Ads

SWE Intern (Jun 25 - Aug 25)  
Mountainview, California

- Added new stage to the **video discovery pipeline** to find and post-process brand mentions in a youtube video. (C++ and SQL)
- Optimized Gemini inference for brand segment detection, boosting precision from 74% to 95% by building Colab workflows and a custom evaluation system. (Python)
- Developed a new component to display brand mentions in the Ads platform (Angular-dart) and designed backend changes (Java).

### Oracle - 5G Networks

SWE Intern (Feb 25 - Jun 25)  
Monterrey, Mexico

- Software Engineering intern of Oracle's 5G Networks team, working in backend **microservices** development.
- Utilized **java**, **docker**, and **kubernetes** to develop, deploy, and manage microservices of the 5G infrastructure.
- Resolved bugs and implemented enhancements, collaborating within an Agile development environment.

### Google - Cloud Apps

STEP Intern (Jun 24 - Sept 24)  
Sunnyvale, California

- Developed new "Show last known location" feature for company-owned lost devices through the Admin Console
- Displayed a map dialog with a marker and location details, including geocoded address, fetched from the device.
- Completed design process and **full-stack** implementation using **java**, **javascript**, **gRPC**, **Maps API** and internal frameworks.

## PROJECTS

### Swift Student Challenge

Feb 2024, Feb 2025  
Distinguished Winner & Winner

- Developed a rock climbing app using **Swift**, **AR** and **Reality kit** to provide tips and track user progress. (2024)
- Developed an app using **Vision Framework** and **CreateML** to empower visually impaired indoor climbers by providing a **colorblind mode** and an **audio-guided mode** that provides descriptions of reachable holds based on current body position. (2025)
- Recognized as **Distinguished Winner 2024** (only 50) and **Winner 2025** (only 350), attending **Apple's Worldwide Developer Conference**.

### HowlX

Feb 2025 - May 2025  
1st Place

- Developed solution for **NEORIS's** Digital Consulting area to analyze customer service conversations by providing real-time transcription, emotion analysis and key metric reports to improve customer service.
- Programmed full-stack app with **NextJs**, integrated **AI** and **embedding** modules and developed companion **Swift iOS** app.
- Achieved **1st** place at **Expo-Ingenierías** (over 100 teams) and recognized as **best development** solution by Neoris (6 teams)

### Security system IOT

Nov 2023  
3rd Place

- Developed a security system for elders with **face-recognition** entry and sensor log display via React and **AWS WebSocket API**.
- Programmed a **face recognition API** using **flask**, **docker** and python, hosting it with **AWS EC2** and **ELB**.
- Presented project in **Expo-Ingenierías 2023** (over 100 teams) and achieved **3rd place** in the entrepreneurship category.

## COMPETITIONS

### Robocup @Home

Aug 2023 - Present  
2nd Place

- Lead of the **computer vision** team, implementing algorithms for **human analysis** (identification, pose analysis, etc), and **object detection**.
- Integrated modules for a service robot using **ROS2**, **Docker**, **OpenCv**, Mediapipe, **Re-ID** models, **YOLO** and **clustering** algorithms.
- Achieved **2nd** place with my team in the National Robotics Tournament, classifying to the international competition.

### ICPC Grand Prix

Feb 2023 - Present  
3rd Place

- Actively participating in **ICPC** (International **competitive programming** competition) and ITESM Competitive Programming Club.
- Achieved **top 25** in ICPC Mexico National Finals with my team of three (Nov 2024).
- Achieved **3rd** place with a team of three in the campus placement of ICPC Mexico's Grand Prix. (Sept 2023)

## LEADERSHIP

### Roborregos

President (Dec 22 - Present)

- Software developer and president of the **Representative Robotics Team** from Tecnológico de Monterrey: RoBorregos.
- Competed in regional, national and international robotics tournaments representing ITESM.
- Led** and **organized** the yearly on-campus robotics competition **Candidates 2024**, with over 300 participants.

### WIT

Vice-president (Mar 23 - Jun 24)

- Coordinating the student group **Women in Technology** from Tecnológico de Monterrey as vicepresident.
- Organizing events with my team to enhance the progress of women in tech and promote inclusiveness, impacting over 100 students.
- Taught programming** and app development with the MIT App Inventor tool to 20 middle school students.

## PROGRAMMING LANGUAGES

4 years    Java, C++, Python  
3 years    Javascript, Typescript  
2 years    Swift  
<1 year    Go, Dart, C#, Matlab

## TECHNOLOGIES

Git, HTML, CSS, React.js, Next.js, TailwindCSS, ROS, ROS2, OnShape (CAD), Docker, Arduino, Node.js, MongoDB, VSCode, MacOS/ Linux environments, SQL, Azure Services, Node.js, Bash, ZSH, YOLO, Computer vision, Prisma, OAuth, Vercel, TRPC, gRPC, OpenCv, mediapipe, face-recognition, AWS (Amazon Web Services), OpenAI, Flask, Conda, ASP.NET, Unity, gRPC, Google Cloud.

## LANGUAGES

English (C1)  
German (B1)  
Spanish (Native)

## AWARDS

Jun 2025    **6th** place in **Robocup @Home International** competition (teams)  
Feb 2025    **Swift Student Challenge** Winner 2025  
May 2025    **2nd** place in Robocup @Home National Robotics competition  
Oct 2024    **1st** place in NASA Space Apps - Mugica (teams)  
Sept 2024    **Distinguished Students** in Engineering Recognition (top 1%)

April 2024    **2nd** place in Robocup @Home National Competition (teams)  
Feb 2024    **Swift Student Challenge** Distinguished Winner 2024  
Oct 2023    **1st** place in NASA Space Apps (Campeche) | Top 40 Global (teams)  
Sept 2023    **1st** place in HackMty 2023 (teams)  
April 2023    **3rd** place in the Robocup Soccer Mexican Tournament (teams)