

# FRANZISKA WITTELEDER

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## EDUCATION   **CORNELL UNIVERSITY**

MPS in Information Science  
Graduated December 2016  
GPA 3.7/4.0

## INTERESTS   TECHNICAL

Building Data-Driven Products

## OTHER

Cartoon Sketching | Sailing | Music

## **UNIVERSITY OF ST. GALLEN**

Bachelor of Arts in Economics  
Graduated May 2013

## TECHNICAL SKILLS

JavaScript | React-Native | D3  
Python | R | SQL | Git | AWS  
Ruby/on Rails | Java | bash

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## EXPERIENCE   **SOUNDCLOUD | Engineering Fellow**

JULY 2015 – JAN 2016 | BERLIN, GER

- Supported **Traffic Engineering Team** routing all incoming requests and network security
- Developed and presented tool for SoundCloud community to check network, transport and application layer. Used technologies: VirtualBox, Ruby, Bash, AWS.

**SoundDrop**, contributed to SoundCloud's Open-Source App. A mobile web application that associates narrative audio clips with places in physical space—for example, to create a self-guided walking tour of a city. Used technologies such as Ruby, Ruby on Rails, MySQL.

## **SHOPNOW GMBH | BI and Product**

OCT 2013 – MAY 2015 | BERLIN, GER

**First employee** of the customer loyalty program providing **ibeacon infrastructures** for retailers and **incubator spin-off**

- Drafted and monitored 4-month product roadmap to launch version 2 of iOS, Android app. Led team of 10 developers. Finished project on time and budget and acquired 8,000 users within 3 weeks after launch.
- Development of methods and KPI's to measure user engagement. Monitored user behavior to recommend app improvements. Impact: 300% growth of active users.
- Introduced user analytics system that allowed A/B testing. Achieved bounce rate after tutorial to decrease by 50%

## **AXEL SPRINGER SE | Business Development**

APRIL 2013 – SEP 2013 | BERLIN, GER

**Member of the Incubator.**

- Defined key strategic trends for publisher growth within context of print digitization.
- Analyzed 3 specific business ideas regarding technical feasibility, economy and sustainable market viability.
- Drafted detailed business cases, one being funded by €2 mil.

## **RHEMUS GMBH | Co-Founder**

JULY 2012 – MAY 2013 | HAMBURG, GER

Co-founded small company developing consumer medical products: air cleaners, dehumidifiers and humidifiers.

PROJECTS   **IMMUTA/ AMERICA'S WARRIOR PARTNERSHIP**, worked together with Immuta CTO in providing the necessary policy controls to enable the sensitive AWP data to be shared. Finally, **testing initial hypothesis** and providing a set of novel questions that was worked on collaboratively over the weekend hackathon event.

**CORNELLPULSE**, team member building a React-Native and NodeJS App that compiles, analyses and visualizes the real time traffic data of Cornell's dining and fitness facilities, to help Cornell increase its urban planning efficiency and give students the ability to better plan their daily schedules. **Worked on both front-end and back-end** to implement the algorithm for inferring activity scale.

**CAMPUS LIFE**, study that uses passive and automatic sensing Data from phones to assess students' mental health. **Led the location analysis** with the goal to understand daily mobility patterns of students and how anomalies in individual patterns correlate with the student's well-being.

**CORNELL MHEALTH**, **led effort to design and deliver** a mental health service for Cornell students. Built a stress-managing mobile social network app, **React- Native front-end and NodeJS back-end**. Team of 3. Designed and implemented an algorithm to efficiently match students.