FRANZISKA **WITTLEDER**

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EDUCATION	**CORNELL UNIVERSITY**	INTERESTS	TECHNICAL

CORNELL UNIVERSITY
MPS in Information Science
Expected Graduation: Dec 2016
CGPA 3.68/4.0

UNIVERSITY OF ST. GALLEN
Bachelor of Arts in Economics
Graduated May 2013

INTERESTS
TECHNICAL
Building Data-Driven Products
Health and Security
OTHER
Sketching | Sailing | Music

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

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 **incubator spin-off.**
• Drafted and monitored 4-month product roadmap to launch version 2 of iOS, Android app. Assisted 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

Cornell mHealth, led effort to design and deliver a mental health service for Cornell students. Built an app which automatically detects when students are stressed through a wrist heartbeat sensor and encourages to join a stress-managing social networking app. React-Native front-end and NodeJS back-end. Desinged and implemented an algorithm to efficiently match students.

CampusLife, study that uses passive and automatic sensing Data from phones to assess students' mental health. Lead 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.

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.

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, preparing a set of novel questions that can be worked on collaboratively over the weekend hackathon event.