

# ALEXANDER J. PIERONI

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## EDUCATION

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### Duke University, Trinity College of Arts & Sciences

May 2025

*B.A., Interdisciplinary Major in Computer Science and Linguistics, B.A., Classical Languages*

*Durham, NC*

*Double Major (3.95/4.0 GPA)*

- **Relevant Coursework:** Product Management II, Product Management I, Customer Empathy and Brand Experience Design, Design and Analysis of Algorithms, Introduction to Machine Learning, Introduction to AI, Discrete Math, Database Systems, Computational Linguistics, Linguistic Theories of Large Language Models, Freedom and the Market

## WORK EXPERIENCE

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### Kyros.ai

August 2024 – Present

*Associate Product Manager, College & Majors Module*

*Remote*

- Lead the enhancement of Kyros's College & Major modules, focusing on building a robust knowledge base to support college counselors and students through a personalized user journey, improving engagement metrics.
- Develop and implement user-focused prototypes, utilizing data insights to refine UX/UI and drive engagement with over 10,000 monthly active users by optimizing essential onboarding and interaction flows.
- Author comprehensive product memos and product requirement documents (PRDs) to align cross-functional teams on high-impact features, ensuring project timelines meet stakeholder expectations while integrating user feedback.
- Leverage GPT-4o, Gemini 2, and Llama for user-facing dynamic content generation dependent on archetype, advancing Kyros' competitive positioning within the college counseling industry and enhancing user experience and customization.

### The Walt Disney Company – Disney Streaming (Disney+, Hulu, ESPN+)

May 2024 – August 2024

*Product Management Intern, Monetization Pathways for Account Sharing*

*Santa Monica, CA*

- Defined feature scope for strategic monetization pathways of streaming "Borrowers" to increase the average revenue generated from each user and unlock a multi-billion dollar (~30%) operating income growth opportunity by FY 2027.
- Executed launch for Hong Kong, New Zealand, Italy, and Sweden markets, conducting A/B testing on Borrowers to optimize household detection and enforcement, setting the stage for a phased global rollout.
- Authored product requirement documents (PRDs) to determine the capabilities and limits of the "Extra Member" pathway and designed an eligibility matrix for the features across wholesale partners and direct-to-consumer subscription bundles.
- Presented product roadmaps to C-suite stakeholders on mission-critical launches to hit revenue and engagement KPIs.
- Wrote experimentation briefs for A/A and A/B testing to guide user experience improvements for the "Create Your Own Subscription" pathway, aiming to increase direct Borrower conversion rates.

### Out in Tech

February 2024 – October 2024

*Program Management Intern, Community Engagement and Impact*

*Remote*

- Drive global membership for Out in Tech's ~60,000 members, leading to a 16.1% membership increase year-to-date.
- Design a holistic data dashboard via Hubspot and Eventbrite APIs for staff and 200+ volunteers to effectively track and optimize member engagement, focusing on scaling chapters such as Amsterdam, London, San Francisco, and New York.
- Collaborate with 95 corporate and other partners to sponsor and elevate Out in Tech event programming and offerings.

### Duke Innovation Co-Lab Makerspace

August 2023 – Present

*Software Engineer and Instructor*

*Durham, NC*

- Spearhead the development and instruction of an original curriculum, *Building Web Solutions*, teaching full-stack development and software prototyping; fully enrolled course with 18 students (seven on the waitlist) in Fall 2024.
- Build full-stack applications (Next.js, Rails, React, Docker) and provide development support for students of all levels.
- Developed an interactive Javascript game where users combine over 135 items to explore crafting trees, helping students learn about and engage with Duke's Co-Lab resources through gamification and hands-on exploration.

## ADDITIONAL SKILLS

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- Code: Next.js, React, React Native, Java, Javascript, R, Python, Ruby/Ruby on Rails, HTML/CSS, PostgreSQL, SQL
- Other: Figma, Jira, Airtable, Docker, Metashape, ArcGIS, Photogrammetry
- Languages: Italian, Ancient Greek, Latin