

Alexander K. Holland

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Education

University of Wisconsin - Madison

September 2021 - Present

- Double majoring in Computer Science and Data Science with minors in Mathematics & Leadership

Professional Experience

Kohler Company - Data Science & ML Intern

May 2023 - Present

- Analyzed sales funnel and appointment data to personally develop a custom lead scoring model shown to improve lead conversion by 86% from current methods.
- Built backend for in-house “customer persona” web app to improve cost-effectiveness of marketing efforts.
- Enhanced in-house demand insights model by tuning hyperparameters and refactoring code into library.
- Developed and updated comprehensive Confluence project documentation to improve team efficiency.
- Consistently utilized and was certified in Microsoft Azure (AZ-900) and Microsoft Azure AI (AI-900).

Kohler Credit Union - Information Technology Intern

June 2019 - June 2021

- Managed the company access control system, password manager, end-user documentation, and laptop fleet.
- Facilitated company move to a new Corporate Center, personally handling large portions of the networking, diagramming, and VOIP implementation.
- Tested scripts and software of teammates to ensure bug-free, up-to-date, and efficient implementations.

Technical Skills

Languages: Python, Java, C/C++, MATLAB, HTML/CSS, XML, LC3 Assembly

Developer Tools: Git, Azure, Google Cloud Platform, Visual Studio, Eclipse, Vim, Bash, Android Studio

Recent Projects

[View More Here](#)

Cynthia - Custom Conversational AI Personal Assistant | Python, Linux, GCP, various APIs

- Integrated various APIs and custom Python code to build a custom AI voice-controlled personal assistant.
- Developed custom abilities including wake word detection, dynamic speech recognition and voice synthesis, answering any question with real-time & accurate information, adding events to my Google Calendar, music recommendations, texting me dynamic reminders & information, wake-up calls, and many more.
- Ported to RaspberryPi to be hosted, and built a custom texting interface to allow for use from any location.

LegiTech - OCR Handwriting Analysis Scanner (Android App) | Python, OpenCV, Java, XML

- Utilized a convolutional neural network, OpenCV, a custom API, and an AWS backend to automatically both grade the legibility of students’ handwriting and convert scientific handwritten text to LaTeX form.
- Implemented the entire application with a team of two others in only 24 hours during ‘MadData’ hackathon.

MagicMirror - Custom Smart Mirror with Integrated Alexa | Linux, CSS, JavaScript

- Designed and built a custom smart mirror and housing utilizing open-source 2D and 3D design files.
- Implemented both open-source and custom CSS and JavaScript code to create a “head’s up” display showing dynamic data such as the current time, weather, NBA game scores, and stocks for various users.

Organizations & Affiliations

Wisconsin Autonomous - Self-Driving Car “Perception” Team

December 2022 - Present

- Utilized camera and sensor data to help develop a self-driving car as part of GM’s AutoDrive Challenge II.

Wisconsin Quantum Computing Club

December 2022 - Present

- Attended lectures by IBM & industry professionals to further knowledge on quantum computing.

Wisconsin Student Leadership Program - Chair Position

September 2021 - Present

- Developed effective leadership skills through comprehensive leadership education and diverse experiences.

Honors and Awards

Forensics Individual State Champion

May 2021

- Qualified for and placed 1st in the Wisconsin forensics state competition “Impromptu Speech” category.