

Aliza Aufrichtig

☎ 914-772-8125
✉ aliza.aufrichtig@gmail.com
aliza.aufri.ch/tig

Experience

2016 **Participant**, *Recurse Center*, New York, NY.

Built and deployed numerous projects using Python, JavaScript, Flask, React & D3 at 3-month programming retreat for software developers. Selected projects below:

- **Renter Be Aware**: A Google Chrome extension in JavaScript that uses NYC 311 API to display historical 311 complaints against an address while browsing for apartments. Extension has 300+ users so far, and was called "brilliant" by Gizmodo
- **Terrible Captionists**: A Python / Flask / PostgreSQL application that allows users to compete against their friends in the weekly New Yorker caption contest. Used weekly by group of competitors
- **Citi Bike Trip History**: A D3 visualization of one intrepid Citi Bike's trips throughout NYC. Data preparation done in Pandas

2010 - 2015 **Product Director**, *Flocabulary*, Brooklyn, NY.

Initially hired as Editorial Director when Flocabulary was a four-person company selling educational rap CDs & books. I led the company's transition to a web subscription product. As I helped grow the company to 40 people, I led product development, content and curricular strategy, marketing and operations. Flocabulary.com launched in 2011 is now a curricular product used in 50,000 U.S. schools.

- Designed entire website user experience, including educational media features, student assessment tools, trial & payment flows, and a customer support resource center
- Designed and implemented custom internal order fulfillment software, programmed sales & marketing automation, and set up customer service software
- Re-architected & deduplicated MySQL and Salesforce databases to support interactive student features, increased analytics capabilities, sales intelligence and marketing automation
- Conducted analysis in MySQL, PostgreSQL and Python to drive strategy for product, content, sales and marketing.
- Managed product roadmap, researched education market, wrote business cases, created wireframes, wrote user stories and worked closely with developers to ship features
- Set up A/B testing, analytics tools, user testing, and a company-wide classroom visit program to improve feedback collection cycles

2008 - 2010 **English Teacher**, *George Washington High School*, San Francisco, CA.

Taught 9th, 10th and 11th Grade English to 150 students per year in San Francisco Unified School District.

- Developed original, rigorous, California State standards-based curriculum for each of my three courses
- Led monthly collaboration team to mentor first year English teachers

2007 **Researcher-Writer**, *Let's Go Publications*, Northeastern Region of France.

Wrote and updated over 100 pages of copy for the Let's Go France 2008 travel guide.

- Traveled independently to research restaurants, accommodations, sights, museums, nightlife, transportation, and practical information for 34 towns in the northeast of France

Education

2004–2008 **A.B. Literature**, *Harvard University*, Cambridge, MA.

Graduated *Magna Cum Laude*. Citations earned in French and Spanish. GPA 3.73 (3.90 in Major.) Harvard College Scholar for 2006-2007 school year (top 10% of graduating class).

Skills

- Technical Python, JavaScript, SQL, HTML, CSS, Flask, Django, Pandas, D3, React, Git, LaTeX, Excel, Google Analytics, Heap Analytics, Pivotal Tracker, Photoshop, HotGloo, Salesforce, DemandTools, Hubspot.
- Languages Proficient in French & Spanish

Selected Writing

- Wrote a 3000-word article on the privilege inherent in autodidacticism for the academic journal *XRDS: Crossroads, The ACM Magazine for Students*.
- I was frustrated with the inscrutable USPS package slip, so I redesigned it. The project made it to the front page of Hacker News, where it generated some great discussion about form design
- Wrote three widely-shared articles for EdSurge, a popular edtech news outlet
- Established partnership between Flocabulary and The New York Times to run a yearly student rap-writing contest, and wrote the introductory post that has been used each year since 2011

Personal

- Interests Walking as art, New York City history, architecture, long-distance running, biking and swimming (but not triathlons), cryptic crosswords & crumpets
- Activities Member of the New York Walk Exchange & co-host of *Estimation Nation*, a friendly estimation competition