Alexandria Lee
FRONTEND DEVELOPER + DESIGNER

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Experience.

Firework | Software Engineering Intern
San Mateo, CA | July - Dec 2024
- ✦ Experience Platform and ML/Data Teams
- ✦ Helped engineer a solution integrating digital showrooms with livestreams, improving user experience and business portal functionality
- ✦ Spearheaded the development of an innovative SLG product in Python, utilizing GenAI and RESTful APIs to enhance sales and marketing efficiency
- ✦ Improved the video player's accessibility by implementing features like keyboard navigation, contrast controls, and optimized captions, ensuring a more inclusive user experience for all audiences

Firework | Product Intern
San Mateo, CA | June - Sept 2023
- ✦ Integral member of product design and management teams at a rapidly expanding, global leader in video commerce
- ✦ Assisted with the development and launch of five innovative features for their one-to-one video product
- ✦ Directed a team of developers to conceptualize, design and implement a social proof feature to drive user engagement
- ✦ Collaborated with CEO to build initial designs leading to the successful launch of Firework's AI virtual assistant

Forma Tech | Digital Marketing Intern
San Francisco, CA | January - March 2021
- ✦ Directed biweekly live streams for Forma Tech, a company specializing in photorealistic avatar technology for virtual dressing rooms, acquired by Snap Inc.
- ✦ Worked closely with the CEO to develop and execute marketing strategies for the app, resulting in a significant increase in customer acquisition within three months
- ✦ Utilized Adobe Premiere Pro to create engaging video content and led the management of the company's social media channels

Verishop | Product Marketing Intern
Los Angeles, CA | June - September 2020
- ✦ Integral member of growth team at an e-commerce company, founded by Imran Khan, former Chief Strategy Officer at Snap Inc.
- ✦ Led research initiatives on influencer growth, identifying key trends to enhance brand visibility and awareness
- ✦ Implemented targeted SEO strategies leveraging Akeneo and executed comprehensive on-page optimizations, resulting in an increase in organic search rankings in the first quarter of implementation

Education.

Stanford University
- ✦ 2019 - 2024
- ✦ BS in Product Design | AI + Digital UX
- ✦ Minor in Computer Science

Pertinent Courses
- ✦ Programming Abstraction
- ✦ Artificial Intelligence Principles
- ✦ Intro to HCI Design
- ✦ Meta Front End Developer
- ✦ Probability for Computer Scientists

Skills.

Tools
C/C++ | Python | Javascript | HTML | CSS
Redux | Typescript | Docker | AWS | SQL
Figma | Adobe | Jira | Atlassian

Design
Product Mapping | User Experience
User Research | Rapid Prototyping
User Testing | Experience Design
Task Analysis

Other
International Relations | Stanford Women in Business | Stanford Women in Design
Kappa Alpha Theta | Photography