

Alexandria Lee

PRODUCT x ENGINEERING

Experience.

Firework | Software Engineering Intern

San Mateo, CA | July - Current

- ◆ Experience Platform and ML/Data Teams
- ◆ Spearheaded frontend development for a Product-Led Growth initiative, introducing new features and refining the onboarding flow, resulting in a 51% adoption rate within two weeks
- ◆ Collaborated with backend engineers to develop a 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 an inclusive experience for diverse 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

Contact.

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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