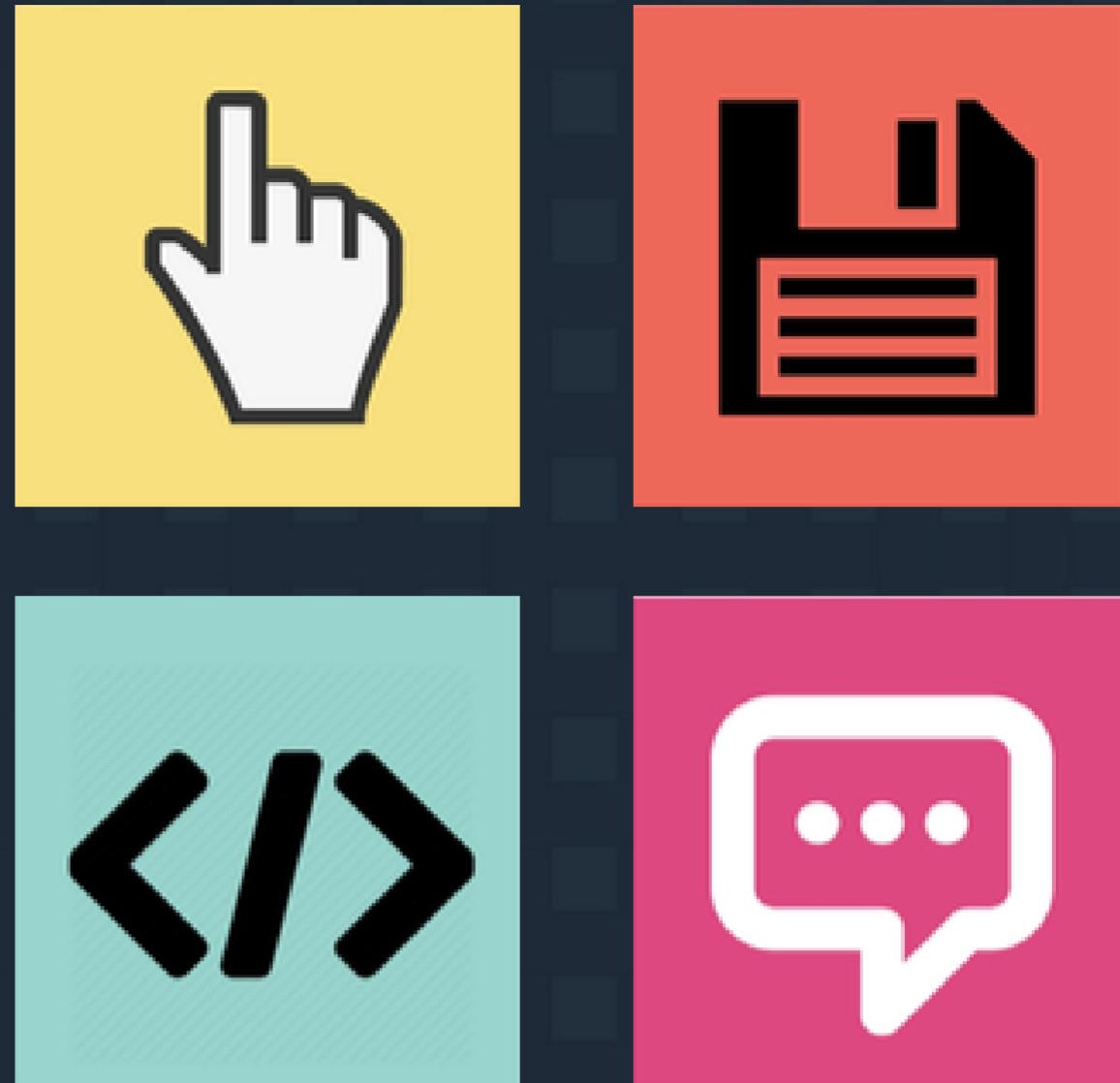


# WIT 2017

@Tufts University



A Conference for Women in Tech

Saturday, October 28, 2017  
574 Boston Ave.

9:30am - 6:00pm

Presented by Tufts Women in Computer Science

# WELCOME!

## THE CONFERENCE & OUR MISSION

Tufts WiCS has spent the last eleven years connecting and supporting women / femme non binary individuals studying Computer Science at Tufts. We have done this in three ways: by building career readiness skills of our members, by creating opportunities and relationships with companies, and by nurturing a collaborative and supportive environment within the Computer Science Department.

This year, we hope to combine all of our efforts into one event through our Women in Tech Conference. Our conference goal is to introduce students to the breadth of opportunities from a wide array of industries that are available to individuals studying Computer Science. We've put together a fantastic set of talks and workshops that we hope you will enjoy!

xoxo  
- Tufts Women in Computer Science

# SCHEDULE

MORNING



## **9:30 - 10:30am: Welcome + Opening Keynote**

574 Boston 4th Floor, Room 401

## **11:00- 12:15pm: Block A**

Workshop A - Building Your Career

574 Boston 3rd Floor, Conference Room A

Workshop B - Creating Delightful User Experiences

574 Boston 4th Floor, Room 404

Workshop C - Introduction to Programming

574 Boston 3rd Floor, Conference Room B

Talk A - Enabling Connections in a Hyperconnected World through Emotion AI  
574 Boston 4th Floor, Room 401

11:00- 1:00pm: Undergraduate Admissions Information Session and Tour  
Dowling Hall, 419 Boston Ave

## **12:30- 1:45pm: Lunch**

## **12:00- 3:00pm: Career Fair, DevTech Lab Demo**

# SCHEDULE

AFTERNOON



## 2:00- 3:15pm: **Block B**

Workshop A - Web App 101

574 Boston 3rd Floor, Conference Room A

Workshop B - Cryptography

574 Boston 3rd Floor, Conference Room B

Talk A - The Life of an Amazon Job

574 Boston 4th Floor, Room 401

Talk B - Tufts Alumni in Tech

574 Boston 4th Floor, Room 404

## 3:30- 4:45pm: **Block C**

Workshop A - Building and Deploying Your Website With Glitch

574 Boston 3rd Floor, Conference Room A

Workshop B - AWS Essentials

574 Boston 3rd Floor, Conference Room B

Talk A - Entering the Cyber Security Field

574 Boston 4th Floor, Room 401

Talk B - Introduction to Project Management

574 Boston 4th Floor, Room 404

## 5:00- 6:00pm: **Closing Keynote**

Deidre Diamond - CEO and Founder of CyberSN

574 Boston 4th Floor, Room 401

## 6:00- 7:30pm: **Networking at Night**

Invitation and Raffle Winners Only!

# MAP

## 574 Boston Ave – 4<sup>th</sup> Floor



## 574 Boston Ave – 3<sup>rd</sup> Floor



CONFERENCE  
ROOM A



CONFERENCE  
ROOM B

# WELCOME AND OPENING KEYNOTE

## WELCOME



### WINNONA DESOMBRE

Winnona DeSombre is a senior at Tufts University. She is the current President of Tufts Women in Computer Science and is a double major in Computer Science and International Security. Her areas of research revolve around cyber policy and China-US relations.

## OPENING SPEECH



### KATHLEEN FISHER

Professor Kathleen Fisher is Chair of the Computer Science Department at Tufts University. Previously, she was a Program Manager at DARPA where she started and managed the HACMS and PPAML programs, a Consulting Faculty Member in the Computer Science Department at Stanford University, and a Principal Member of the Technical Staff at AT&T Labs Research. She received her PhD in Computer Science from Stanford University. Kathleen's research focuses on advancing the theory and practice of programming languages and on applying ideas from the programming language community to the problem of ad hoc data management. Kathleen is an ACM Fellow. She has served as program chair for FOOL, ICFP, CUFP, and OOPSLA and as general chair for ICFP. Kathleen is past Chair of the ACM Special Interest Group in Programming Languages (SIGPLAN), past Co-Chair of CRA's Committee on the Status of Women (CRA-W), a former editor of the Journal of Functional Programming, and an associated editor of TOPLAS. Kathleen is a recipient of SIGPLAN's Distinguished Service Award.

# BLOCK A | WORKSHOP A

11:00 - 12:15PM  
574 BOSTON 3RD FLOOR, CONFERENCE ROOM A

## **Building Your Career**

This talk will focus on how you can navigate the current job market to find the opportunity that's best for you. During this session we'll discuss how to craft a resume that will make you stand out, deciding which companies to apply to, how to network and create your brand, the interview process, and how to make the most of your time at an internship.



### **SAQI MEHTA**

Saqi Mehta is passionate about all things education: specifically, women in tech. She is currently the Associate Director of Employer Relations at Tufts University where she brings intern and full-time opportunities to students. Before that Saqi led the University Recruiting teams at Square and The Walt Disney Company, visiting schools around the country to bring the next generation of talent to the company. Saqi serves on the board of National Tech Diversity Magazine and writes for the Daily Muse and Blavity amongst contributions for other publications. Her proudest accomplishment to date is being Co-Founder of ReigningIt (<https://medium.com/@ReigningIt>) which brings awareness to women in STEM by profiling other women's stories. In any non-typing free time she is an art, interior design, and travel enthusiast.

# BLOCK A | WORKSHOP B

11:00 - 12:15PM  
574 BOSTON ROOM 404

## **Creating Delightful User Experiences**

Every day we encounter experiences that are crafted to help us with our everyday lives – check our email, message friends, buy a coffee, or take a selfie. Some of those experiences are difficult and frustrating.

Some are easy but forgettable. A select few are so enjoyable that we can't stop from raving about them.

That is delightful design.

During this workshop you'll learn what user experience is and quickly put your knowledge into action. You'll do your own user research, sketch and design a user interface, and learn how to put the icing on the cake with delight.



## **AMANDA CARLSON**

Amanda is a user experience professional with 10 years experience crafting web and mobile experiences that engage and delight customers. She is currently a Principal UX Designer and Manager at Cimpress, the parent company of Vistaprint. Amanda earned her BS and MS in Human Factors from Bentley University. She's a strong animal advocate, and volunteers her time designing and managing the website for The Cat Connection animal shelter. In her free time she's a yoga teacher, avid hiker, and travel enthusiast.

# BLOCK A | WORKSHOP C

11:00 - 12:15PM  
574 BOSTON 3RD FLOOR, CONFERENCE ROOM B

## **Introduction to Programming**

Have you ever wanted to learn how to program? If so, I'd love to teach you! The course will be an intro programming course (meaning no programming knowledge is needed and we will start from the very beginning) taught in Python. No software is required other than any internet browser that you can use to access this website:

[https://repl.it/languages/python3.](https://repl.it/languages/python3)



## **CHRISTINA AIELLO**

Christina is a Software Engineer for the Design Experience Team at Vistaprint. She received her Bachelor's and Master's Degrees at Worcester Polytechnic Institute, where she was a teaching assistant for multiple years. Her Master's thesis, "AlcoGait: Investigating Gyroscope Features, Normalization and Personalization in Detecting Blood Alcohol Levels of Smartphone Users," won the first-place award in WPI's 2015 Graduate Research Innovation Exchange (Master's level) and has been featured by a few news outlets, such as CBS Boston and Worcester's Telegram. Christina has interned at Tel NEXX, Pegasystems, Black Duck Software, and Vistaprint (where she now works full-time).

# BLOCK A | TALK A

11:00 - 12:15PM  
574 BOSTON ROOM 401

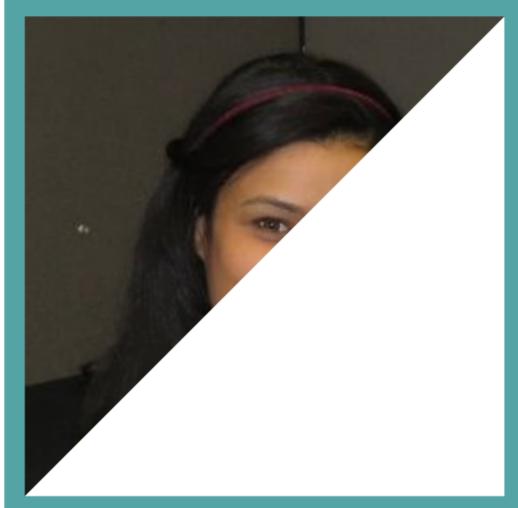
## **Enabling Connections in a Hyperconnected World through Emotion AI**

We live in a hyperconnected world powered by smart devices. A big part of building connections is recognizing and responding to emotions. But our smart devices still lack this fundamental aspect of social communication, rendering our interactions with or through them superficial and limited. Now imagine if we could empower our devices with intelligence to recognize human emotions. The results would be transformative, ranging from empathetic chatbots to personalized digital signage to smart cars that ensure the comfort and safety of passengers by recognizing their emotions. Emotion AI — emotion estimation via artificial intelligence — can make this possible.

In this talk, I will present what emotion AI is; its practical and consumer applications; the process of developing algorithms and models to estimate emotions from different modalities with a particular focus on voice, which is my area of specialization. I will also briefly present my career trajectory and how I came to participate in this exciting field.

# BLOCK A | TALK A

## SPEAKER



### **TANIYA MISHRA**

Taniya Mishra is the Lead Speech Scientist at Affectiva ([www.affectiva.com](http://www.affectiva.com)). Taniya's current research focus is the development of techniques for the estimation of human emotion from spoken utterances. Broadly, these techniques involve training deep learning models on acoustic-prosodic features extracted from speech, either alone or in conjunction with other information streams such as text or facial expressions, to estimate speaker level information such as the speaker's emotion about the topic at hand, their engagement in a task, their confidence or their stress level. The larger goal of this research is to improve human-machine or human-human communication and reduce accessibility barriers for people.

Taniya's past research includes text-to-speech (TTS) synthesis, child-directed TTS applications, applications of TTS for accessibility needs, and voice-enabled search. Taniya completed her PhD in Computer Science from the OGI School of Science & Engineering at OHSU, Portland, Oregon in 2008. Before Affectiva, Taniya has worked as speech researcher at AT&T Labs (2008-2014) and at Interactions (2015-2016). Taniya has been a co-author on more than 25 technical publications and has been awarded more than 10 patents related to speech technology. Taniya is passionate about STEM education for the next generation and is actively involved in mentoring students.

# BLOCK B | WORKSHOP A

2:00 - 3:15PM

574 BOSTON 3RD FLOOR, CONFERENCE ROOM A

## **Web App 101**

My workshop will be focused on providing attendees with their first web programming experience. I'll start with an introduction to how the internet works, and then things will pick up speed with a light yet interactive introduction to HTML, CSS and Javascript and how they're used together to build websites. You'll leave with a better sense of what it's like to be a web developer, as well as some tools to keep working on what you've started.



### **ZOE SOBIN**

Zoe Sabin is a Technical Lead at HubSpot, where she manages the Reporting Apps Team. Her team works on developing reporting tools and dashboards for businesses running on HubSpot's Sales and Marketing platforms. Zoe also designs and runs technical workshops in both Boston and Dublin that teach women studying computer science how to build their first web application -- a skill that often isn't taught in college studies, but is crucial when applying for software engineering jobs. Before working at HubSpot, Zoe graduated from Tufts University with a B.S in Computer Science and Entrepreneurial Leadership.

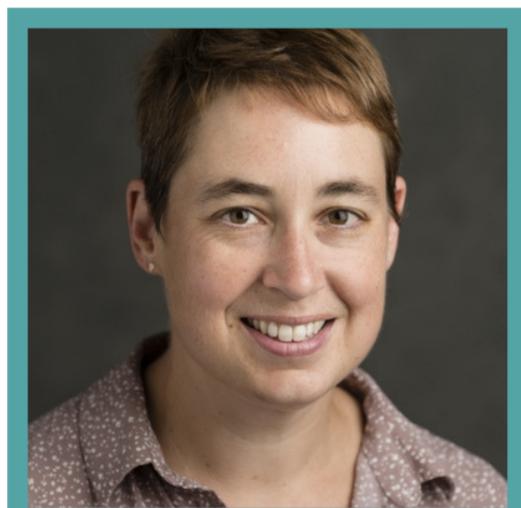
# BLOCK B | WORKSHOP B

2:00 - 3:15PM

574 BOSTON 3RD FLOOR, CONFERENCE ROOM B

## Cryptography

Cryptography is concerned with securing information to prevent third parties from seeing it. It's like putting a good lock on your bicycle, only better -- in cryptography, even if someone manages to penetrate the lock, they can't figure out how to ride your bike. In this hands-on workshop, we'll learn how to encrypt messages so that, even if an adversary gets hold of them, they are unreadable. We'll work our way from the Caesar Cipher up to the modern standard of RSA encryption. We'll approach this problem from the theoretical side and the practical side, with mathematics and the Python programming language on our side.



### LANEY STRANGE

Dr. Elena Strange is a lecturer at Tufts University and founder of Tufts Girls of Code. She began her career as a software engineer for Amazon.com, where she worked on data-mining and search projects that you have probably interacted with. After a leadership role at technology nonprofit TechSoup Global, she left Silicon Valley for Memphis, where she launched a start-up that failed almost immediately. Lucky for her, that just means more time to teach. In addition to her position at Tufts, Dr. Strange is a passionate advocate for underrepresented groups in computer science, and a typical Saturday morning will find her teaching Tufts Girls of Code coding workshops that empower local young women.

## BLOCK B | TALK A

2:00 - 3:15PM  
574 BOSTON ROOM 401

### **The Life of an Amazon Job**

Have you ever wondered how Amazon can get a package to your door so quickly? Amy Demicco, a hardware engineer, and Greg Longtine, a product manager, from Amazon Robotics will provide insight into how Amazon automates their order fulfillment process. The talk will discuss the software utilized to decide how to process your order and the robots and hardware used to execute the filling of your order within an Amazon warehouse.

# BLOCK B | TALK A

## SPEAKERS



### **AMY DEMICCO**

Amy Demicco is a Hardware Development Engineer at Amazon Robotics. At Amazon Robotics, Amy designs hardware and assemblies for warehouse workstations facilitating human-robot interfacing.

Before working at Amazon Robotics, she worked for Amazon on speech data collection for Alexa and the Echo product line.

Amy graduated from Tufts University in 2013 with a Bachelor's degree of Science in Mechanical Engineering (BSME).



### **GREG LONGTINE**

Greg Longtine is currently Sr. Manager Technology Strategy at Amazon Robotics and has worked in strategic planning for product development in the Boston area for over 20 years. Greg was an early employee at PTC and assisted in the launch of Pro/ENGINEER, a revolutionary solution for the CAD/CAM market. A decade ago, Greg joined Kiva Systems, a robotic solution for distribution, and created the product management department from scratch. After the purchase of Kiva Systems by Amazon for \$775M in 2012 and the subsequent rebranding of the division to Amazon Robotics, Greg remained a central player in strategizing the product and technology suite for Amazon distribution solutions.

# BLOCK B | TALK B

2:00 - 3:15PM  
574 BOSTON ROOM 404

## **Tufts Alumni in Tech**

Tufts University has produced some stellar graduates in Computer Science - some of whom did not even consider Computer Science prior to attending. Listen to the stories of four such graduates and their experiences post-Tufts. Be sure to ask questions about their fields and interests, and perhaps even glean insight into how to make the most of your pre, during or post college experiences!



### **MODERATOR: GENEVIEVE SILVERMAN**

Genevieve is a junior at Tufts majoring in Computer Science. She fell in love with the subject after taking an intro computer science course at Stanford. Since then she has worked as a software engineering intern developing the server-side of different web applications at Genospace and has served as a teaching assistant for Tufts Girls of Code.

# BLOCK B | TALK B

## SPEAKERS



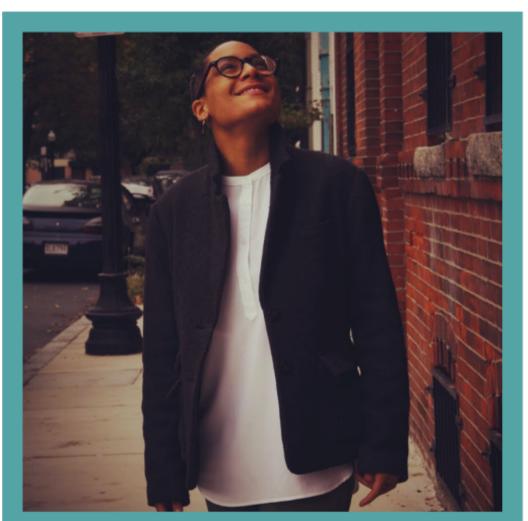
### CAROLYN SAUND

Carolyn graduated from Tufts in 2015 with a Bachelor's degree in Cognitive Science and Computer Science. From her graduation until this fall, she worked as a software engineer at Jibo, a social robotics company founded by Cynthia Breazeal. Currently, Carolyn is running a software and data architecture team at Cogito.



### JILLIAN TURNER

Jillian has been working at Galatea Associates since she graduated from Tufts in 2015. At Tufts, Jillian majored in Mathematics and minored in Economics. As a part of Galatea Associates, Jillian works with Wall Street broker-dealers to design and implement novel software solutions. She is especially passionate about consulting with client business analysts and managers to understand their business models.



### MARCY REGALADO

Marcy graduated from Tufts in 2015 with a B.S. in Engineering Psychology (Human Factors Engineering). Marcy stayed in Boston as a UX Designer + Architect at Fidelity Investments, where she currently is leading the design and implementation of the next innovative feature for both Fidelity mobile apps, wearables, and website.



### SHRIYA NEVATIA

Shriya graduated from Tufts in 2015 with a Bachelor's degree in Computer Science. After graduating, she worked at a small startup in Palo Alto running Product, UX Design, and Community, then another startup in San Francisco running Data Analysis & Operations. Most recently, she worked as a contract Software Engineer for Course Report & Tradecraft.

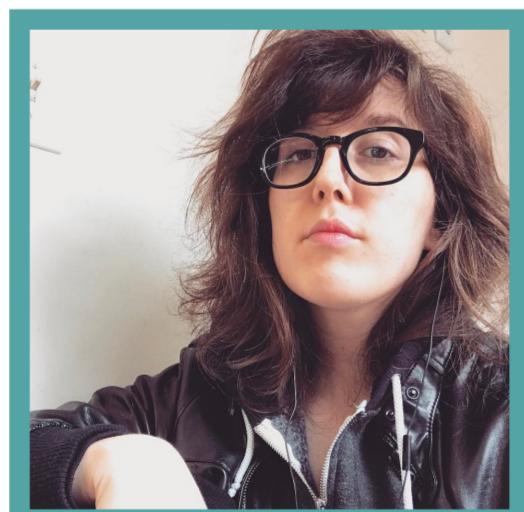
# BLOCK C | WORKSHOP A

3:30 - 4:45PM

574 BOSTON 3RD FLOOR, CONFERENCE ROOM A

## **Build Your Own Twitter Bot**

In this workshop, attendees will learn how websites and web apps get onto the web, and how they can use Glitch to do that with ease. They will learn how to create a basic HTML website and get it online, enhance the style of that website using CSS, and also learn how to take an existing code base and view the source and edit to make their own new creations. Previous knowledge of HTML and CSS is not required.



### **JENN SCHIFFER**

Jenn Schiffer is an artist and engineer in Jersey City. She's community engineer on [glitch.com](http://glitch.com) at Fog Creek where she builds and helps others build the apps of all our dreams. She began her speaking career talking about learning to code using art, created [vart.institute](http://vart.institute) to learn art using code, and is a proponent of open source technology as a medium for both artistic and practical work.

# BLOCK C | WORKSHOP B

3:30 - 4:45PM  
574 BOSTON 3RD FLOOR, CONFERENCE ROOM B

## AWS Essentials

As cloud platforms are gaining traction in software development, AWS is quickly becoming an industry standard. In this workshop, attendees will learn what AWS is, and how to make an S3 Bucket using Node.js.



### HANNAH VOELKER

Hannah is a senior at Tufts majoring in Biomedical Engineering and minoring in Computer Science. She is passionate about the intersections between cloud computing and genomics, and hopes to work as a software engineer for a biotech company after graduation. Previously, she worked at Illumina as a software engineering intern, where she developed cloud-based microservices to support clients, and is currently interning at the Broad Institute, where she is developing workflows for RNA expression.

# BLOCK C | TALK A

3:30 - 4:45PM  
574 BOSTON ROOM 401

## **Entering the Cyber Security Field**

Cybersecurity is a massive field, covering everything from writing secure software to analyzing malware. Hear from 3 women involved in different aspects of security, and learn about what they do at their job, how they entered the field, and what challenges are present in the field. There will be Q&A at the end.



### **MODERATOR: DEIDRE DIAMOND**

Deidre Diamond is the CEO and Founder of CyberSN.com, a cyber security research and staffing company, and the Founder of brainbabe.org, a cyber security not-for-profit organization.

# BLOCK C | TALK A

## SPEAKERS



### **ABI HERTZ**

Abi graduated from Boston University in May of 2016 with a BA in Computer Science and a minor in Dance. She began working at the security company, Carbon Black, located in Waltham, MA in July of 2016. She has been working there for over a year now as a SOC (Security Operations Center) Analyst. Her favorite things to do at work include investigating incidents, threat hunting, and deobfuscating code.



### **ASHLEY HEDBERG**

Ashley graduated from the Tufts University School of Engineering in 2015 with majors in computer science and applied mathematics. She is a Software Engineer III at Google working in technical infrastructure. Her hobbies include ringing handbells, swimming, and weight lifting.



### **JESS MAZZONE**

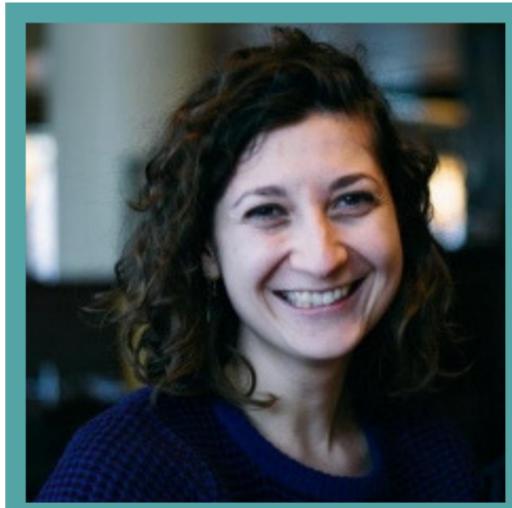
Jessica Mazzone graduated from Northeastern University in 2015 with a Masters degree in Information Assurance. Her career in the field began as an Information Security intern during graduate school, which then led to a full-time job as an Associate Engineer at a Cybersecurity firm. Her current job focuses on developing security programs as part of an engineering team, performing attack and incident analysis, implementing and optimizing firewalls, and learning new technologies as they pertain to making security stronger.

# BLOCK C | TALK B

3:30 - 4:45PM  
574 BOSTON ROOM 404

## **Introduction to Product Management**

Who works on a product team of a software company and what do they do? What makes a product successful? Come to this talk to learn about the structure of a software product organization, the various roles that come together to build software solutions and, specifically, what a product manager does.



### **MAGGIE GEORGIEVA**

Maggie is a Senior Product Manager at HubSpot who has worked on mature and new marketing products helping to drive over 80K WAUs (weekly active users) through solving for the customer. She has also had the opportunity to work on growth products to drive the acquisition and activation of users for our sales products. Prior to joining the Product team, Maggie worked on HubSpot's Marketing team where she produced some of the most downloaded marketing ebooks and the most attended webinars.

Maggie graduated from Mount Holyoke College with a degree in International Media and Communications and remains passionate about the changing landscape of marketing, media, and education. In her free time she advises startups and mentors youth to fuel the local entrepreneurial community.

# CLOSING KEYNOTE

## **Gender Equality in Tech is a Matter of National Security**

Now is the time for all genders to unite and join the technology industry. We need women, minorities, and those looking to enter a new career field to consider careers in tech and cyber security. We are short millions of these professionals and this shortage is a national security issue. In addition, today's research tells us that women are leaving tech faster than they join. We must significantly change this statistic.

Communication and emotional IQ skills are missing from the technology profession. By leveraging words to empower others along with a willingness to be accountable to our words, we can significantly improve the gender diversity of our technology workforce.

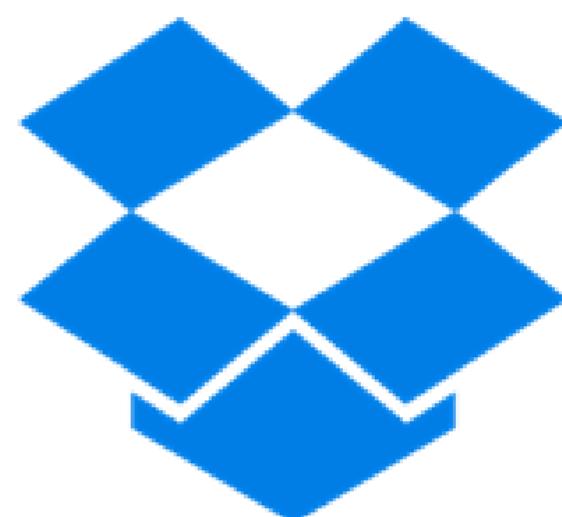


### **DEIDRE DIAMOND**

Deidre Diamond is the CEO and Founder of CyberSN.com, a cyber security research and staffing company, and the Founder of brainbabe.org, a cyber security not-for-profit organization. Deidre's vision and leadership has resulted in a dramatic decrease in the frustration, time and cost associated with job searching and hiring for cyber security professionals. Prior to CyberSN, Deidre was the CEO of Percussion Software, the first VP of Sales at Rapid7 and the VP of Staffing and Recruiting for the national technical staffing company Motion Recruitment. Deidre leads with a strong commitment to transparency, equality, training, support, high-productivity and love in the work force.

# SPONSORS

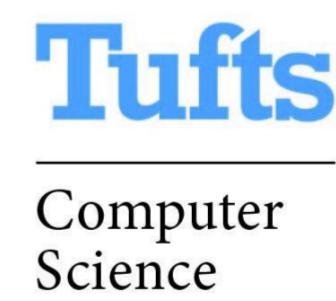
## SILVER SPONSORS



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## BRONZE SPONSORS



# NETWORKING AT NIGHT DETAILS

WHERE?

Sophia Gordon Hall, Multipurpose  
Room

WHEN?

6:00 - 7:30PM

WHO'S INVITED?

We'll be raffling tickets for WiT  
attendees throughout the day!

WHAT IS IT?

It's an opportunity for people to  
meet and network other women in  
tech - and with catering too!

# THE CONFERENCE HOSTS



Tufts Women in Computer Science is dedicated to connecting and supporting women and femme nonbinary individuals studying Computer Science. As such, the goals of WIT are as follows:

**Goal 1:**

Foster a community of women and femme nonbinary individuals of all ages who are interested in pursuing computer science

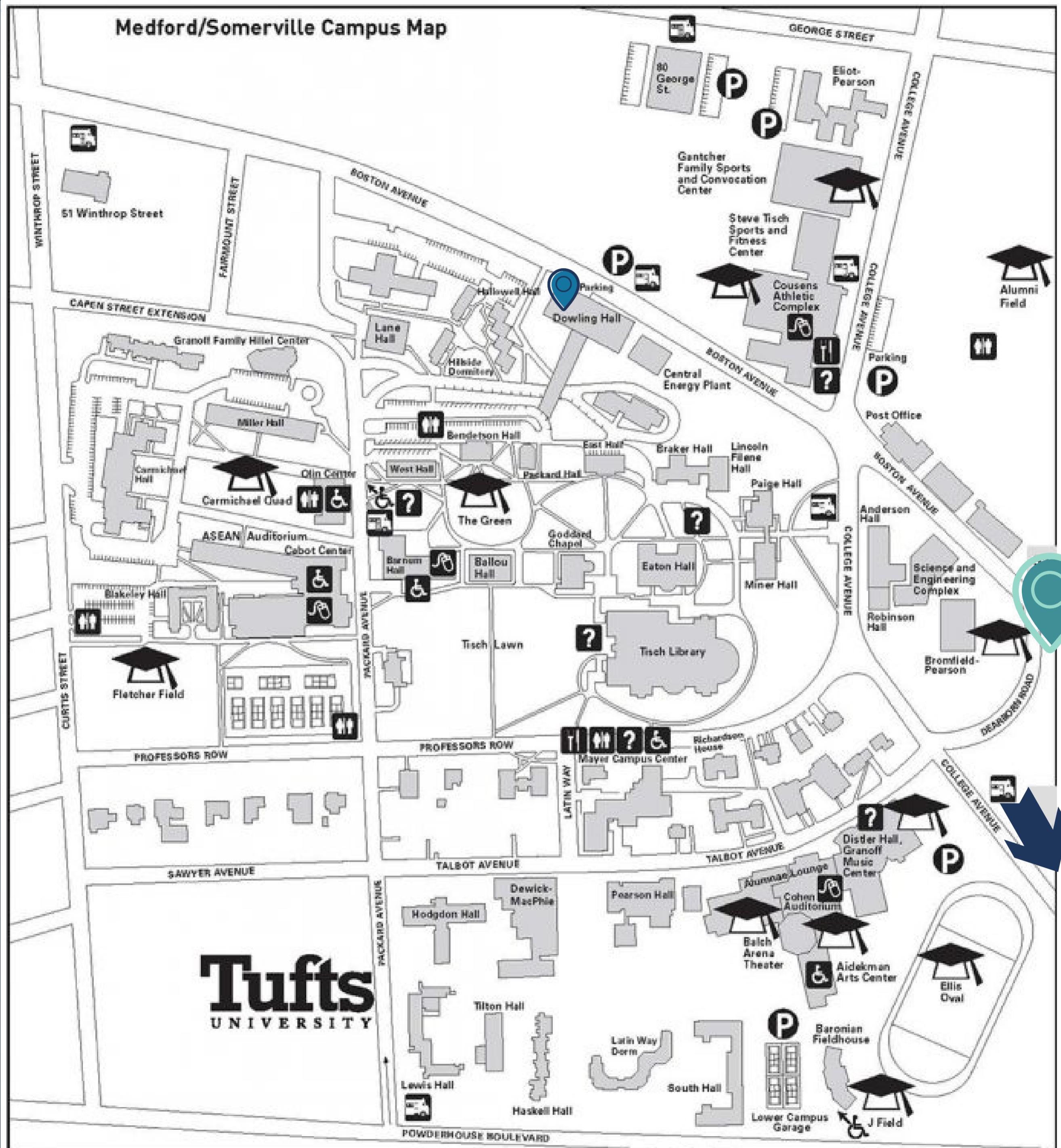
**Goal 2:**

Introduce role models who can share their technical, leadership, and/or management knowledge

**Goal 3:**

Host workshops that allow women to explore new areas of computer science or expand upon their existing expertise.

# TUFTS UNIVERSITY



574 Boston Ave - WIT Conference



Dowling Hall - Tufts Admissions



Walking Route to Davis Square