



Naysa Alex

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EDUCATION

Texas A&M University, College Station, Texas

August 2021 - December 2024

Bachelor of Business Administration in Management Information Systems

Minor in Computer Science, Minor in Cybersecurity

GPA: 3.9

Aggies in Tech Program

November 2022 - Present

- 1 of the 18 students in this high-impact program which teaches students the essential skills to be successful in elite tech companies. Through a west coast tech-immersion trip and industry-based mentorship, students create a network of industry professionals in Big Tech who guide them in placing into internships and excelling in their future careers

START-UP/PITCH EXPERIENCE

GnoME

January 2023 - Present

- Designed and coded an iOS social media app in Swift, using software tools, such as Firebase and Xcode, to encourage playful authenticity and personal growth amongst one's friends through daily questions
- Built Go-to-Market plan for GnoME with ideal customer profile, core messaging, demand generation plan, and real time optimizations based on customer feedback through UserTesting

Estée Lauder Companies Accessible Beauty Hackathon

February 2023 - March 2023

- Placed 1st nationally under the Idea Track amongst 280 teams and 2000 participants when conceptualizing an inclusive technology solution, demonstrated through Figma, to address accessibility challenges in the beauty industry

WORK EXPERIENCE

Proxi, Remote

June 2023 - Present

Mobile Application Developer

- Developed a dynamic mobile application using the software, FlutterFlow, and incorporating robust API technology
- Enhanced my development proficiency by 30% within a fast-paced startup environment, actively tackling software challenges and undertaking new features and tasks, while gaining valuable insight into startup company operations

Opportune LLP, Houston, Texas

May 2023 - July 2023

Process & Technology Intern

- Specialized in data analytics, focusing on data cleansing and the creation of impactful visual dashboards, using software tools including Alteryx, PowerBI, Visio, and Salesforce to drive data-driven decision-making
- Delivered an impactful presentation on AI integration, igniting a wave of innovation and inspiring transformative actions among colleagues within the firm
- Collaborated with a team of interns to execute 2 "Proof of Concept" consulting projects centered on inventory management, software selection and implementation

INVOLVEMENT & LEADERSHIP

Delta Sigma Pi - Coed Business Professional Fraternity, College Station, Texas

Active Member, VP of Chapter Operations

April 2023 - Present

- Exhibited robust leadership acumen through supervising and executing operational tasks, actively contributing to pivotal decision-making, and skillfully managing a team of 10+ officers to foster prime opportunities and advance professional growth within the chapter

Active Member, VP of Information Technology

February 2022 - April 2023

- Leveraged advanced skills in website operations management and communication to deliver exceptional results, optimizing user experience by 60% and driving a 55% increase in website engagement

Cybersecurity Club, College Station, Texas

August 2022 - Present

Active Member, CTF Activity Group Member

- Demonstrated an unwavering passion for the cybersecurity field through lectures and guest speakers to incrementally improve my knowledge on topics such as threat modeling, cryptography, and network defense by 30% every year

SKILLS & ACTIVITIES

Technical Skills: Figma, Firebase, PowerBI, Alteryx, Linux, FlutterFlow, Microsoft Office Suite and LaTeX

Coding Languages: Java, C/C++, C#, HTML, CSS, Swift, Javascript, Python

World Languages: Fluent in English and Malayalam, Beginner in Spanish

Activities: Piano, Skydiving, Car Spotting, and Basketball