

ALEX LE

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SKILLS

Justinmind
Adobe XD
Photoshop
Illustrator
InDesign

HTML/CSS
JavaScript
React
Node.js
PHP

Python
R/R Studio
Tableau
Power BI
SQL/MySQL
MongoDB

INTERESTS

Baking (owner of an
online bakery)
Case competitions
Strategic games
"How I Built This?"
podcast - Guy Raz
Hip-hop dancing

EDUCATION

Temple University, Fox School of Business - Philadelphia, PA

Bachelor of Business Administration, Management Information Systems

Graduation Date: May 2020 | GPA: 3.92/4.00 | Major GPA: 3.95/4.00

Honors: University & Business Honors | Presidential Scholar | Dean's List

AWARDS

1st Place - National Alexion Analytics Challenge 2019

1st Place - Target Case Competition 2019

Regional Finalist - APICS Case Competition 2018

2nd Place - AIS National Data Analytics Challenge 2018

Silver Prize - Vietnam Young Spikes Idea Competition 2017

EXPERIENCE

Autodesk - Metrics & Reporting Automation Intern

San Francisco, CA | June 2019 - August 2019

- Developed a Python program delivering real-time analytics to Power BI dashboards, resulting in 60 manual hours saved monthly and increased data visibility
- Performed exploratory analysis to identify five additional event metrics that contributed to building the foundation of a marketing intelligence platform
- Served as product manager of a five-member team and successfully shipped a set of navigation features for an internal conference room finding app

Center for Biodiversity - Web Developer

Philadelphia, PA | February 2019 - May 2019

- Revamped a non-profit organization's website with mobile-responsive layouts, online payments and a "News" section, decreasing bounce rate by 20%
- Enhance a web database of 2,000+ Caribbean maps using PHP and SQL

Vitris - Product Intern

Philadelphia, PA | August 2018 - February 2019

- Conducted market research, competitive analysis and user interviews to define product roadmaps and prioritization matrices
- Proposed and prototyped a media library feature for the company's in-house content management system, expediting the web design process by two days
- Created a Proof of Concept for the integration of an inline rich text editor
- Spearheaded a code validation project, reducing errors and duplication by 20%

PROJECTS

Blockchain Hackathon Challenge

- Utilized Hyperledger Fabric and Node-RED to create a blockchain application that helped farmers register and track ownership of agricultural items

ARI Sprint

- Prototyped a fleet management portal with Justinmind, illustrating functional and data requirements to management team at Automotive Rentals, Inc