

VIVIEN LEE

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EDUCATION

Cornell University / Ithaca, NY

Aug. 2018 - Aug. 2022

B.S. Computing & Information Science, w/ Concentration in Interactive Technologies

- Winner of the National Merit Scholarship (2018), Dean's List (Spring 2020 - end)
- Relevant coursework: App Design & Prototyping, Human-Computer Interaction, Intermediate Web Design, Data Structures (Java), Functional Programming (OCaml), Engineering Statistics, Marketing

Fashion Institute of Technology / New York, NY

Jun. 2014 - Aug. 2014

Pre-College Program: Marketing & Consumer Research

Google

Certificate in Foundations of Project Management, Agile Workflows

Dec. 2021

General Assembly

UX Design Immersive Bootcamp (Accelerated, 40-hrs)

Dec. 2022

RELEVANT EXPERIENCE

The Estée Lauder Companies / New York, NY

La Mer Strategic Advisory Board Member

Feb. 2023 - present

- Served as a member of luxury skincare brand La Mer's Strategic Advisory Board, a committee of 25 Gen-Z associates hand-picked from all applicants across the company
- Worked closely with La Mer Social & Marketing team & executives, serving as a reverse-mentor, providing insight & fresh perspectives on Gen-Z luxury consumerism and trends

Digital Technology & Engineering Developer, Analyst

Oct. 2022 - present

- Served as front-end development lead, overseeing the in-house team of 6 developers to create a web-based, consumer-facing, perfume recommendation quiz (React.js), with a CMS system on the backend (Drupal), for the luxury fragrance brand Frédéric Malle
- Served as a front-end developer for a completely customizable internal data dashboard (React.js), used directly by C-suite executives such as Jane Lauder, Chief Data Officer, helping to provide an MVP turnover time of just two weeks from ideation to production-level
- Designed (Figma) & coded (React.js) reusable front-end UI component library, keeping in mind brand/company design requirements and guidelines
- Assisted with gathering business requirements from brands & stakeholders, planning & designing technical features/systems based off of stakeholder needs, including API integrations (Braze, openAI, etc.), analyzed usage data with pivot tables (Excel) and identified user behavior patterns
- Served as Scrum Master, held daily standups / backlog grooming / sprint planning sessions, & maintained Agile practices using Jira across an international team of 20 members, spread between New York City, U.S., Paris France, & Bucharest, Romania

Brand Technology Intern

Jun. 2022 - Aug. 2022

- Designed and developed the full-stack of a new web-based mobile app focused on the gamification of skincare habits from scratch, using JavaScript, HTML, CSS, Figma
- Researched Gen-Z audience e-Commerce trends, defined KPIs centered around rising demographics

SKILLS

Languages: English (native), Mandarin Chinese (fluent), Korean (reading proficiency)

Technologies/Softwares: HTML, CSS/SCSS, React.js, Vue.js, PHP, SQL, VBA, Git, Figma, Excel, Jira