

# VIVIEN LEE

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## EDUCATION

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### 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

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### The Estée Lauder Companies / New York, NY

#### La Mer Strategic Advisory Board Member

Feb. 2023 – present

- Serve 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 to reverse-mentor brand Social & Marketing team executives
- Conduct field research and create case studies to provide insight & fresh perspectives on Gen-Z luxury consumerism and E-commerce trends in the beauty industry
- Help create new campaigns and story highlights for Instagram targeting young & queer demographics

#### Digital Technology & Engineering Developer, Analyst

Oct. 2022 – present

- Develop both consumer-facing and internal web applications in an Agile environment, such as: a perfume recommendation quiz (React.js, Node.js) with a CMS backend (Drupal) and email subscription page (Braze) for luxury fragrance brand Frédéric Malle ([fredericmalle.com](https://fredericmalle.com)); a fully customizable internal finance and marketing data dashboard (React.js, GraphQL), and more
- Develop and design a reusable front-end UI component library (React.js, Figma), gather business requirements for technical features like API integrations, analyze user behavior using pivot tables (Excel), serve as Scrum Master for a 20-member international team (Jira, Confluence)

### Verisk Analytics / Remote

Jun. 2021 – Aug. 2021

#### Full-Stack Software Developer Intern

- Designed and implemented new front-end features (React.js) for Xactimate, the most widely used claims-cost estimation software in the U.S., updated backend and created unit tests (C#, .NET, AWS)
- Spoke and worked with stakeholders from multiple large-name clients such as State Farm and other insurance companies

## SKILLS

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

**Technologies/Softwares:** React.js, Node.js, PHP, HTML, CSS, Git, Azure DevOps, SQL, VBA, Excel, Figma, Jira

**Other:** Social media management (Instagram, Facebook, Tiktok), web content management (Drupal, Wordpress), CRM/marketing management (Braze)