

# Lele Lew

## Software Engineer

SF Bay Area  
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### Summary

People and product centric team lead. Values-driven engineer focused on solutions where the team, business and customers all win.

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### Skills

TypeScript, React, Firebase, Jest, APIs, Node, GraphQL, Unit Testing, Postgres.

Designing and running Design Sprints and remote user tests.

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### Education

University of California, Santa Barbara / BA  
Business Economics  
September 2005 - June 2009,  
Santa Barbara, CA

### Experience

#### Yardzen / Software Engineer

April 2021 - January 2023 (1 year 10 months), Remote

*Technologies: Fullstack Typescript, React, Firebase, serverless Node*

Led team of four to launch new customer experience, resulting in beating monthly revenue forecasts by 23%.

Led team of three to migrate deep sales-cycle integration from Zendesk to Pipefy in 2 months, standardizing data and improving business analytics.

Launched new product line and add-on products, resulting in a 15% increase in AOV.

Streamlined internal tools workflows to shorten delivery cycles.

Collaborated deeply with Product and Engineering Management to design solutions, improve processes, and increase developer satisfaction over time.

#### Intelliprise Inc. / Frontend Developer

September 2019 - April 2021 (1 year 8 months), Palo Alto, CA

*Technologies: Frontend Typescript, React, Material-UI, Netlify, Hubspot*

Implemented rapid prototypes for user experience research and testing in React and deployed on a JAMstack.

Designed and ran remote user tests, generating conclusions that doubled company KPIs.

Built the marketing site from scratch with a designer using NextJS.

#### Useful IO / Managing Partner

June 2015 - January 2019 (3 years 6 months), Remote

Ran distributed development agency building full-stack javascript apps for startups in healthcare, finance and agriculture.

#### FlavorPlease / Co-Founder

June 2013 - June 2015 (2 years), San Francisco, CA

Co-founded an on-demand service business for booking high quality food trucks grossing \$300k in its first year with markets in SF, LA and NYC.

#### Frank, Rimerman + Co. LLP / Assurance & Advisory Sr. Associate

January 2010 - April 2013 (2 years 4 months), San Francisco, CA

Ran financial statement audit teams from startups to VCs in the Bay Area.

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### Volunteer Experience

- Women Who Code SF & Peninsula Volunteer / Ongoing
- Chemists Without Borders / Developer / Summer 2019