

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.

Skills

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

Designing and running Design Sprints and remote user tests.

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.

Intellipse 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.

Volunteer Experience

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