

# ALEJANDRA COETO SÁNCHEZ

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Web page (portfolio):  
<https://alecoeto-portfolio.vercel.app/>

## EDUCATION

### Instituto Tecnológico y de Estudios Superiores de Monterrey - ITESM

Computer Science Engineering (Expected June 2026)  
GPA: 98.5/100

## WORK EXPERIENCE

#### Google - Youtube Ads

SWE Intern (Jun 25 - Aug 25)  
Mountainview, California

- Developing an ads platform feature to allow brand partners to identify specific brand mentions in a Youtube video.
- Enhancing **C++ pipeline** to perform brand recognition in transcripts, implementing and analyzing word-matching and **LLM** approaches.
- Implementing **full stack** solution using **Dart** and internal tools to fetch, process and display brand mentions and timestamps in a video.

#### Oracle - 5G Networks

SWE Intern (Feb 25 - Jun 25)  
Mty, Mexico

- Software Engineering intern of Oracle's 5G Networks team, working in backend **microservices** development.
- Utilized **java**, **docker**, and **kubernetes** to develop, deploy, and manage microservices of the 5G infrastructure.
- Resolved bugs and implemented enhancements, collaborating within an Agile development environment.

#### Google - Cloud Apps

STEP Intern (Jun 24 - Sept 24)  
Sunnyvale, California

- Google STEP (Student Training in Engineering Program) intern in the Cloud GEM Devices team. (Google Endpoint Management)
- Developed new "Show last known location" feature for company-owned lost devices through the Admin Console, displaying a dialog containing a map with a marker and a window with lost details and geocode address after fetching the info from the device.
- Completed design process and **full stack** implementation using **java**, **javascript**, **gRPC**, **Google Maps API** and internal frameworks.

#### ITESM Oncampus Intern

DevOps (Feb 24 - Dec 24)  
Mty, Mexico

- DevOps** at Crowd Counting project, aiming to collect environment information from a park through cameras and sensors.
- Evaluating and implementing **re-identification models** for multi-camera people tracking with anchor-guided clustering.
- Programming with python, **pytorch**, **openCV** and **yolo**. Using **Conda** environments in an **Azure Linux VM**.
- Developing APIs to host different vision algorithms such as birds-eye-view using **Docker**, **AWS**, **FastAPI** and **bash** scripts.

## PROJECTS

#### Swift Student Challenge

Feb 2024, Feb 2025  
Distinguished Winner & Winner

- Developed a rock climbing app using **Swift**, **AR** and **Reality kit** to provide tips, track user progress and and visualize different holds via AR. (2024)
- Developed an app using **Vision Framework** and **CreateML** to empower visually impaired indoor climbers by providing a **colorblind mode** for route differentiation and an **audio-guided mode** that provides descriptions of reachable holds according to current body position. (2025)
- Recognized as **Distinguished Winner 2024** (only 50) and **Winner 2025** (only 350), attending **Apple's Worldwide Developer Conference 24 & 25**.

#### HowlX

Feb 2025 - May 2025  
1st Place

- Developed a web platform and iOS app for **NEORIS's** Digital Consulting area that analyzes customer service conversations by providing real-time transcription, emotion analysis, topic detection, and key metric reports to improve customer service.
- Programmed full stack app with **NextJS**, integrated **AI** and **embedding** modules and developed companion **iOS** app with Swift.
- Achieved **1st place** at **Expo-Ingenierías** (over 100 teams) and recognized as **best development** solution by Neoris (from 6 teams)

#### Security system IOT

Nov 2023  
3rd Place

- Developed a **security system** prototype for the elder, allowing entry to the house with face recognition, showing of logs of sensors connected to an **ESP-8266** through a **React web app**, establishing communication through **AWS Websocket API**.
- Programmed a **face recognition API** using **flask**, **docker**, face-recognition and python, hosting it with **AWS EC2** and **ELB**.
- Presented the project in **Expo-Ingenierías 2023** (over 100 teams) and achieved **3rd place** in the entrepreneurship category.

## COMPETITIONS

#### Robocup @Home

Aug 2023 - Present  
2nd Place

- Lead of the **computer vision** team, implementing algorithms for **human analysis** (identification, pose analysis, etc), and **object detection**.
- Integrated modules for a service robot using **ROS2**, **Docker**, **OpenCv**, Mediapipe, **Re-ID** models, **YOLO** and **clustering** algorithms.
- Achieved **2nd place** with my team in the National Robotics Tournament, classifying to the international competition.

#### ICPC Grand Prix

Feb 2023 - Present  
3rd Place

- Actively participating in **ICPC** (International **competitive programming** competition) and ITESM Competitive Programming Club.
- Achieved **top 25** in ICPC Mexico National Finals with my team of three (Nov 2024).
- Achieved **3rd place** with a team of three in the campus placement of ICPC Mexico's Grand Prix. (Sept 2023)

## LEADERSHIP

#### Roborregos

President (Dec 22 - Present)

- Software developer and president of the **Representative Robotics Team** from Tecnológico de Monterrey: RoBorregos.
- Competed in regional, national and international robotics tournaments representing ITESM.
- Led** and **organized** the yearly on-campus robotics competition **Candidates 2024**, with over 300 participants.

#### WIT

Vice-president (Mar 23 - Jun 24)

- Coordinating the student group **Women in Technology** from Tecnológico de Monterrey as vicepresident.
- Organizing events with my team to enhance the progress of women in tech and promote inclusiveness, impacting over 100 students.
- Taught programming** and app development with the MIT App Inventor tool to 20 middle school students.

## PROGRAMMING LANGUAGES

4 years    Java, C++, Python  
3 years    Javascript, Typescript  
2 years    Swift  
<1 year   C#, Matlab

## TECHNOLOGIES

Git, HTML, CSS, React.js, Next.js, TailwindCSS, ROS, ROS2, OnShape (CAD), Docker, Arduino, Node.js, MongoDB, VSCode, MacOS/ Linux environments, SQL, Azure Services, Node.js, Bash, ZSH, YOLO, Computer vision, Prisma, OAuth, Vercel, TRPC, gRPC, OpenCv, mediapipe, face-recognition, AWS (Amazon Web Services), OpenAI, Flask, Conda, ASP.NET, Unity, gRPC, Google Cloud.

## LANGUAGES

English (C1)  
German (B1)  
Spanish (Native)

## AWARDS

Feb 2025    **Swift Student Challenge** Winner 2025  
May 2025    **2nd place** in Robocup @Home National Robotics competition  
Oct 2024    **1st place** in NASA Space Apps - Mugica (teams)  
Sept 2024    **Distinguished Students** in Engineering Recognition (top 1%)  
April 2024    **2nd place** in Robocup @Home National Competition (teams)

Feb 2024    **Swift Student Challenge** Distinguished Winner 2024  
Oct 2023    **1st place** in NASA Space Apps (Campeche) | Top 40 Global (teams)  
Sept 2023    **1st place** in HackMty 2023 (teams)  
April 2023    **3rd place** in the Robocup Soccer Mexican Tournament (teams)  
April 2023    **Distinguished Students in Engineering** Recognition (top 1%)