# Shelby Lovejoy

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## EDUCATION

**Georgia Institute of Technology** — Atlanta, GA
B.S. in Computer Science, Threads: Information Internetworks & Human-Computer Interaction — *May 2028*
*Study Abroad:* University of New South Wales (AUS), GT Shenzhen Institute (CN), University of Oxford (UK) — *GPA: 3.83*

## EXPERIENCE

**Paramount+** — New York, NY
*Software Engineering Intern, Apple Development (iOS/tvOS)* — *Jun 2026 – Aug 2026*

- Reframed an assigned 10-flag cleanup as a discoverability problem and owned the fix end to end: built an audit pipeline and dashboard that surfaced 90 dead/stale of 385 flags (~9x the manual find), then a toolkit that drew adoption interest from Roku and CBS
- Cut season-picker open time 98% (12.2ms to 0.14ms) for Paramount+ and Pluto TV iOS users by rebuilding legacy picker screens in code with UIKit; measured the gain with performance tracing, QA-verified it across 4 device/OS combinations, and shipped
- Scoped and built a crash-triage automation across 4 production apps that removes ~3 person-hours of lead and manager time every sprint for the Content team, keeping human approval and judgment calls manual by design
- Synthesized 25+ cross-functional discovery conversations across Engineering, Product, and Design into a working map of how a 200+ person org takes work from discovery through prioritization to release

**Product@GT x UPS (LATAM Premium Segments)** — Atlanta, GA
*Product Fellow* — *Sep 2026 – Present*

- Building the Brazil competitive landscape for UPS's international export business, benchmarking UPS against FedEx and DHL across a 6-dimension framework including transit time, cut-off times, pricing, and capabilities
- Contributing to a team assessment of international export services for B2B customers across 4 Premium segments (manufacturing, high-tech, automotive, healthcare) to isolate growth opportunities and capability gaps
- Collaborating on a 10-week engagement across 5 LATAM markets (Mexico, Dominican Republic, Costa Rica, Colombia, Brazil) to deliver an executive storyline and prioritized growth recommendations framed around potential revenue impact for UPS leadership

**Corgan** — Dallas, TX
*Technology Research Intern* — *May 2023 – Aug 2023*

- Analyzed industry trend reports and decades of data across 6+ industries on Corgan's HUGO research team to uncover emerging user needs, informing innovation strategy and investment decisions at a global architecture firm
- Conducted independent research on technology in society, narrowing to nanotech in wearable sensors and materials, and produced planning materials used directly in client presentations and internal strategic planning
- Turned qualitative research and quantitative data into visual reports and dashboards that translated complex findings into decision-ready insights for diverse stakeholders, shaping early-stage design direction

## PROJECTS

**Verdict** | *Paramount+ Internal Prototype* — *Jun 2026 – Aug 2026*

- Owned a 0-to-1 concept end to end, defining the problem (groups stall on "what should we watch?") and iterating through three prototypes to a TV-hosted, 90-second room-decides game
- Designed the core flow: guests join by QR from any phone (no app install), swipe a shared deck by mood across 10 categories, and a live tally ends in a verdict reveal on the TV, replacing infinite browsing
- Prioritized features by distance from the core vote-tally-verdict loop: cut accounts, an iOS-only guest app, and ML picks, and sequenced tiebreak, playback, and veto features into the roadmap
- Pressure-tested the concept through prototype demos and an intern ideation review, distilling feedback into prioritized requirements, then presented the POC and technical walkthrough to executive stakeholders, incl. the SVP of Innovation & Emerging Platforms and VP of Product Management, Streaming Innovation
- Built a lightweight architecture where the TV hosts all game logic and a Firebase relay carries guests' votes, so adding multiplayer required no data-model rewrite; leveraged AI tooling to compress the build cycle

**Fox Vaccination** | *HumaniTech* — *Aug 2025 – Dec 2025*

- Developed the computer vision foundation for automated rabies vaccine distribution in Atlanta: a fine-grained pipeline that re-identifies individual foxes so each animal can be tracked reliably
- Partnered with a ~10-person multidisciplinary team to translate the model into a distribution workflow, plus scalable monitoring workflows for population tracking and data collection

## LEADERSHIP & COMMUNITY

**Startup Exchange** — Atlanta, GA
*Community Growth & Events Team Member* — *Jan 2025 – Present*

- Spearheaded the EmpowHER event and March Mentorship Chats program; connected Startup Exchange with YWLC in Houston
- Grew campus-wide entrepreneurship events to a record 3,000+ participants in a single semester
- Secured $50,000+ in sponsorships through partnerships with Atlanta's Tech & Innovation Office, Create-X, Drive Capital, and SellRaze

## SKILLS

**Product & Design:** Agile/Scrum, Product Discovery, User Research, Competitive Analysis, Market Research, Roadmapping, Prioritization, Jira, Confluence, Figma, Smartsheet, Tableau, Microsoft 365
**Technical:** Java, Python, Swift, JavaScript, TypeScript, HTML/CSS, SQL, React, Node.js, Express.js, Git, Postman