

REINA HOSHINO

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◆ SKILLS

Tools: Figma, Adobe Creative Suite, vim, Git, Google Ad Manager, JIRA, Confluence, Vercel, Heroku, Docker

Languages/Frameworks: JavaScript, React, HTML/CSS, Node.js, Python

◆ DESIGN PROJECTS

slimesvb.com (2024)

SMS & web application to host & RSVP to invite-only volleyball games with 50+ users in alpha release (JavaScript/React, Next.js, Twilio, PostgreSQL, Vercel, shadcn/ui, Tailwind CSS)

BuzzFeed Ads.txt Manager (2022)

Streamlined the process of updating buzzfeed.com/ads.txt, an industry standard text file that prevents unauthorized ad inventory sales with 200+ edits in 2024 alone (JavaScript/React, Python)

BuzzFeed Interactive Infographic Ad (Intern 2018)

Clickable infographic native ad product and its corresponding builder tool within BuzzFeed's content management system (JavaScript/React)

◆ WORK EXPERIENCE

Senior Software Engineer, Ad Tech (2023 - Present)

BuzzFeed

Software Engineer, Ad Tech (2020 - 2023)

Associate Software Engineer, Ad Tech (2019 - 2020)

- Builds and maintains ad products and features for analyzing, managing, and delivering ads across BuzzFeed web properties (buzzfeed.com, buzzfeednews.com, tasty.co, and previously complex.com)
- Mentored an intern and collaborated with product and design as the engineering lead on BuzzFeed Ad Previewer (BAP), an internal tool for Ad Ops to preview native ads on live BuzzFeed web properties
- Implemented and collaborated with designer on "Spotlight Everywhere", a premium native ad product with a responsive design that enables it to seamlessly render in a variety of slot types across all BuzzFeed, Inc. web properties
- Built "Jumbo Spotlight" as a first-to-market opportunity for a launch partner and implemented A/B experiment

Student Programmer & UI/UX Designer (2016 - 2017)

Rutgers Open System Solutions

- Met design needs for the official Rutgers mobile app, which had 100K+ users and accessed 3M+ times per month
- Responded according to user, university departments, and developers for feature requests and interface improvements

◆ EDUCATION

B.S. Computer Science 2019

School of Arts & Sciences - Rutgers University, New Brunswick