



Coding for Fashion-Retail

Emma Colner has been a lead software engineer at Stitch Fix for over six years. Stitch Fix is an online fashion retail company that uses machine learning algorithms, which are like **AI (Artificial Intelligence)** to help predict what its customers will like.

Emma talks about how she got into computer science. “We had a computer in our household as far back as I can remember. I played a lot of computer games, and eventually, as a teenager, I became fascinated with the Internet. I created a website so I could share more about myself. I had a lot of fun customizing my website as a way to express my interests.”



Emma went to college and got a Cognitive Science degree to learn about how the human brain works. She continued her education in Psychology and found that she had to teach herself to code to run tests for her classes.





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Emma now uses coding in her job at Stitch Fix. She develops web applications that are used inside the company. She loves working on applications that her co-workers use. Emma also thinks it's more fun to work with co-workers, brainstorming ideas about how to improve a product or come up with creative solutions.



This quote from Emma shows how important she feels Computer Science is. **“I think having some basic knowledge of Computer Science concepts is important for any field.** It would benefit anyone to learn at a high level how products and applications are built.”

Emma lives with her husband and young son in California. In her free time, she loves to read science fiction and fantasy books, and sometimes play video games. As a family, they try to get outside as much as they can, hiking in the regional parks near them. She also loves to bake with her son “helping” out.