Fan Yang

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WORK EXPERIENCE

Meta Platform   2019 - 2023

Software Engineer – Meta Business Suite Inbox, Ads that Click to WhatsApp   *Menlo Park, CA*

Inbox Automation Platform
- Led a team of three engineers in the technical design, development, and experimentation of a robust inbox automation platform. The platform supports custom IFTTT automation creation for business admins, including Instant Reply, Away Messages, and Frequently Asked Questions.
- Revamped the user interface and improved reliability and performance of automation creation and management, resulting in a 30% increase in user engagement and 9,000 addition to the daily automation valuable business threads.

Unified Business Inbox Platformization
- Architected and developed the new unified business inbox client leveraging Relay and Redux, improving development efficiency and code reliability with the modern codebase design, resulting in an 86% reduction in JavaScript errors.
- Streamlined the integration process for partner teams, saving over 20 engineering hours per project and making it easier to build new features into the inbox.
- Led the successful effort to phase out the legacy page inbox surface and codebase. Reduced user broken experience rate on inbox by 60% and decreased JavaScript size by 72%.

Page Inbox Migration and Redirection
- Engineered a minimal-friction redirection experience that facilitated a smooth transition for 10 million business users to the new inbox platform.
- The migration resulted in a substantial 13% increase in active messaging businesses on the platform and a 7% improvement on the top-line metric, boosting the platform's user engagement.

Meta Business Suite Experiment Review Lab
- Established organization-wide experiment review process, bolstering experiment tracking and monitoring capabilities with the deployment of dashboards and internal tools.
- Initiated and led weekly experiment review sessions, fostering a culture of data-driven decision making using Deltoid for experiment launch reviews.
- Maintained half-long holdouts, providing a valuable measure of long-term project impact.

Facebook   2019

Software Engineer Intern – Messenger Business Infra   *Menlo Park, CA*
- Built the front-end UI and back-end services for Messenger QR code using React.js, Hack, and PHP.

Seeyoo Electronics 2018

Software Engineer Intern *Shanghai, China*

- Worked with Linksome Coffee team to build the Linksome Coffee App using JavaScript and Java Spring framework.
- Engineered an in-app coffee purchase system, integrating WeChat Pay and Linksome Wallet, which includes a rewarding star collection feature enabling users to redeem stars for complimentary drinks.

Texas Advanced Computing Center 2018

Undergraduate Research Assistant *Austin, TX*

- Built an interactive user interface in JavaScript for collecting user-corrected traffic object annotation data enabling pedestrian and vehicle speed detection.
- Developed a web application in Scala with Play Framework to process user annotations in real time and improved object recognition models with deep learning using the collected data.

EDUCATION

University of Texas at Austin Aug 2016 – Dec 2019

Bachelor of Science in Computer Science, Minor in Business *GPA 3.92, University Honors*

PROJECTS

Reverse Image Search 2018

- Coded visual image search methods using k-means clustering and bag-of-words model to retrieve relevant images for a query image matching objects of interest.
- Enhanced image search performance by 42% through the application of spatial verification via affine alignment using RANSAC.
- Implemented a stop list to filter out common words and incorporated tf-idf weighting into the bag-of-words model, resulting in a 23% increase in the overall image matching rate.

Human Resource Management System 2017

- Led a team of three to design conceptual models and build an Oracle APEX web application that provides HR functions such as storing employee data, recruitment processes, and attendance records.
- Integrated advanced features such as drill-down charts and master-detail reports to enhance data visualization and reporting capabilities.

TECHNICAL STRENGTHS

Proficient Python, Java, JavaScript, Hack, React.js, Relay, GraphQL
Familiar C++, C, MySQL, PHP, MATLAB, Scala, Play Framework