

# Fan Yang

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## WORK EXPERIENCE

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### 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

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### University of Texas at Austin

Aug 2016 – Dec 2019

Bachelor of Science in Computer Science, Minor in Business

*GPA 3.92, University Honors*

## PROJECTS

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### 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

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