

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.
- Increased user engagement rate by 30% and added 9,000 daily automation valuable business threads.

Unified Business Inbox Platformization

- Architected and developed the new unified business inbox client using Relay and Redux.
- Improved development efficiency and code maintainability significantly with the modern design.
- Migrated key features like saved replies, thread management tools, and smart suggestions.
- 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.
- 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