Liang-Hsuan (Leon) Ma

lhm.rocks | github.com/leonma333

Email : leonma333@lhm.rocks
Mobile : +1-519-722-8665

EXPERIENCE

Lyft - *Software Engineer* — *Jan 2023 - Present*

- **Next-Gen Scooter**: Revamped the IoT gateway service at Lyft to support a new IoT protocol, enabling communication with our next-generation scooters and contributing to the successful soft launch of the scooters in Washington DC on time.

Wish - *Software Engineer* — *Jun 2020 - Jan 2023*

- **Message Delivery Orchestrator**: Microservices migration for all message channels (e.g. Email, SMS, Push Notification, WhatsApp, etc). Unifies the logic, architecture, and workflow of all message channels to become the single service that senders interact with to delivery messages to customers. Supports different lines of businesses with strong SLAs.
- **Campaign Framework**: Maintained and revamped campaign tooling for internal clients to allow more customized templates and scheduling. Built self-learning system to personalize automated campaign on per user basis. Daily active users increased by 15% and unsubscribed rate decreased by 20%.
- Worked with deliverability expert to constantly enhance Email and SMS inbox rate. Managed on-premise mail transfer agent and WhatsApp business API client.

- *Software Engineer Intern* — *Sep 2019 - Dec 2019*

- **Integration Test Framework**: Proposed and developed a shared integration test framework for the monolith project. Added code coverage check and visualization. New instances of uncaught exception reduced by 80% for our team and numerous dead code had been identified.
- **Campaign Content Relevancy**: Improved automated campaign content result and relevancy by integrating with internal feed service. Campaign engagement rate increased by 10%.

FreshBooks - *Full-Stack Developer Intern* — *Sep 2018 - Dec 2018*

- **Time Tracking Feature**: Collaborated within a small team to productionize time tracking feature on B2B SaaS to maximize businesses' productivity. NPS increased by 5%.
- **Timezone Enforcer**: Advocated and led a new API gateway middleware to enforce timezone data to ensure consistency of timezone information across services. Prevented technical debt and unblocked future projects development.

Shopify - *Security DevOps Intern* — *Jan 2018 - Apr 2018*

- **Kafka Scrubber**: Designed and developed a fault tolerance and high throughput Kafka stream processing application to refine PII data to meet GDPR compliance.
- **PII Detector**: Created an internal multi-language supported library to scrape hundreds of projects to report any potential PII leaking for auditing.

SELECTED PROJECTS

Campaign Generator: Open-sourced web boilerplate to create marketing campaigns using WYSIWYG editor.
Hand Detection: A light weight C++ library to track fingers and hands motion using OpenCV image processing.
Beyond Block: Fourth year design project on a MVP health care online blockchain system using Hyperledger Fabric.

TECHNICAL SKILLS

Programming: Go, Python, Bash/Shell, JavaScript, gRPC, Terraform, jsonnet
Technologies: Unix, Git, Docker, Kubernetes, AWS, Consul, Opentracing, Promotheus/StatsD, CI/CD
Data: SQL/NoSQL, Airflow, ETLs, Tableau

EDUCATION

University of Waterloo — Ontario, Canada

Bachelor of Software Engineering; GPA: 88/100 — *Sep. 2015 – Apr. 2020*