

Kenneth Wong Hon Nam

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WORK EXPERIENCE

Software Engineer	DoorDash	Feb 2025 - Present
<ul style="list-style-type: none">Partnered with Ordering Intelligence and Personalization teams to deploy GenAI solutions, customizing the DoorDash homepage experience for 40M+ users.Developed a new homepage carousel targeting price-sensitive users, increasing their conversion rate by 1.5%.Built a multi-stage pipeline to infer users' dietary preferences, driving homepage personalization and enabling 2+ XFN teams to launch targeted features.Led the team's experiment holdout initiative to strengthen A/B testing rigor and ensure accurate measurement of product impact.		
Software Engineer	TikTok	Jul 2023 - Feb 2025
<ul style="list-style-type: none">Owner of multiple cross-regional, HA core microservices, maintaining a p99 ~99.8% availability during peak traffic of >1000 QPS.Architected and implemented a 4-stage engine to serve server-driven promotions to promote new TikTok Creator app, driving 2,200,000 users to the download page and converting 935,000 users to the new app.Designed a Hive table MQ insertion batch job for user cohorting, a key component to displaying the TikTok Studio entrance on eligible users' profile pages, resulting in a growth of 4,100,000 DAUs.Enriched Tiktok Studio functionalities by implementing RPC services for user post/comment management, boosting creator publish rates by ~70,000 pub/day.Led a team of 8 engineers to build a BE-driven resource management platform that reduces PM workload while standardizing team SOPs. As BE tech lead, led weekly meetings with key stakeholders, addressing project risks, project scoping, and milestone alignment.Tech owner of multiple high-visibility, high-impact projects across the organization aimed to increase platform DAU and 1min+ video-related metrics. Coordinated between FE, BE, QA, DS, and PM teams to align product requirements and key user metrics in A/B experiments.Implemented the Retrieval-Augmented Generation (RAG) pipeline for TikTok's Creator Assistant AI, enabling retrieval of relevant user videos to generate personalized responses.Engineered an internal bot utilizing serverless functions to improve team oncall process, improving service SLA through enhancing team incident response. With the bot, we successfully mitigated several P0/P1 incident.		
Software Engineer, Intern	TikTok	May 2022 - Aug 2022
<ul style="list-style-type: none">Improved efficiency and transcoding latency of video processing workflow by 35% by implementing a serverless function that optimizes RPC calls made in transcoding workflow.Reduced 5x unnecessary downstream traffic RPC calls to a core service by improving the code quality of microservices.Estimated to increase JSON parsing speed by 60% by migrating existing JSON parsing library to Sonic.Built CI/CD pipeline for intern project for rapid deployment of serverless function to production.		
Software Engineer	Merck	Aug 2021 - July 2022
<ul style="list-style-type: none">Solved a double labeling issue within Merck facilities by developing a web application.Increased scientist's sample labeling efficiency by 50% within Merck Facilities through the web application.Integrated AWS PostgreSQL as RDS and AWS S3 bucket for data redundancy of CSV files and forum input.		

EDUCATION

B.S.C in Computer Engineering	Purdue University	May 2023
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SKILLS

Python, Javascript, C, GO, SQL, Langchain, ReactJS, NodeJS, Flask, Svelte, Express, SQLAlchemy, ORM, Rest API, Git, Linux, SQL, Redis, MongoDB, A/B testing, Microservices, AWS, Docker, RPC, Grafana, Elastic Search, Kafka, Cassandra