Gaoxiang Liu

Senior Software Engineer, Tech Lead, Facebook

Summary

N/A

Experience

Senior Software Engineer, Tech Lead @ Ads Infrastructure at Facebook
February 2015 - Present

Ads Experimentation Infrastructure (2017~current)
- A/B Testing platform for Facebook Ads and beyond (eg. Instagram Ads, NewsFeed, etc.)

Ads Data Infrastructure (2016~current)
- Co-founded Ads Data Infrastructure team
- Initiated and led a 7 people cross functional team working on massive auto migration from Hive to the next-gen big data compute engine (Spark) for Ads data warehouse, and achieved massive computation win for Facebook, and developed auto parameter tuning feature which not only benefits the auto migration, but also ease to pain for the users to manual tune some of the Spark config parameters
- Designed and implemented an automation tool to auto repair failed nodes across the data warehouse graph
- Own a few most critical upstream Ads offline Hive/Spark pipelines
- Drive the collaboration between Ads org and Data infra org at Facebook around improving the efficiency, stability, and operability of Ads data warehouse.
- Capacity planning for Ads data warehouse
- Presentation in Spark summit 2017 @ San Francisco (https://spark-summit.org/2017/events/tuning-apache-spark-for-large-scale-workloads/)

Ads Logging Infrastructure (2015~2016)
- Own the e2e Ads data logging framework, and Ads delivery realtime infrastructure.
- Build a new realtime data processing application that improved the throughput of Ads delivery monitoring infrastructure by 10x

Promoted to senior engineer and tech lead role on an accelerated timeline, based on consecutively strong performance review result, and demonstrated leadership and communication skill to take initiative and drive cross organizational efforts.

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Linked in.

Contact Gaoxiang on LinkedIn