Xiaodan(Sheldon) Wang

Staff Software Engineer, iOS, TL

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**Experience Summary**

* 10+ years of industrial experience in designing, developing and testing enterprise mobile apps with 3+ billion MAU, using a wide range of iOS native SDK and third-party frameworks.
* 5+ years experience in leading teams delivering multi-quarters projects including large codebase refactors that improve foundation and accelerate future development drastically, as well as new flagship features development with AB testing rollout, core metrics analyzing and more.
* 4+ year experience in planning projects, resources planning, running standup, managing sprints
* Snapchat iOS codebase top 10 all time committer, Facebook Monetization pillar Swift code contribution ranking no.1 in year 2025
* Led team to launch 100+ AB tests (200k lines of code change in the largest test)
* I proudly “lead by example.”

**Tech Stack**

* Proficient at AI Agent work flows. Contributed to agent development.
* Proficient at Swift, Objective-C, Typescript
* Proficient at Objective-Oriented, Protocol-Oriented and Function Programming
* Deep understanding and practical experiences in architecture and DI.
* Expertise in systematic AB tests feature rollout addressing complex regressions
* Expertise in using the Core OS Layer frameworks: Core Bluetooth, TouchID. Experienced with Core Service Layer frameworks such as: Blocks, File-Sharing, GCD, NSOperationQueue, Core Data, Core Location, Swift Concurrency, etc.
* Expertise in writing unit / automation tests (with and without AI supports).
* Expertise in Sqlite and seasoned veteran for SQL queries for big data in GCP.
* Implemented projects with various Core Media Layer frameworks like: Core Audio, Photos UI, etc.
* Solid working experience in Cocoa Touch Layer frameworks like: AirDrop, Auto Layout, Storyboard, APNS, Gesture Recognizers, MapKit, Notification Center, UIKit, and hardware related APIs like Accelerometer, Sensor, Camera, etc.
* Xcode, VSCode, Cursor, Github, livegrep, macOS terminal, bash

**Professional Experiences**

Meta Platforms, Inc. *2025.6 - Present*

**Facebook iOS app** [oniTunes](https://apps.apple.com/us/app/facebook/id284882215)/ **Instagram iOS app** [oniTunes](https://apps.apple.com/us/app/instagram/id389801252)

Facebook Monetization, iOS TL

* Lead the team with ads post rendering workflow in Newsfeed, Permalink and Reels - the key component to make sure ads are rendered correctly.
* Lead the team to redesign and executed rewrite on both iOS and Android existing metrics reports flow to finish the ads validation with much less events count (-30% reduction in billions level) and (-10% reduction in payload size)
* Inherited the work flow to drive the whole org to adopt Swift as the primary language. Help teams align goals and lead with 7000 lines of new Swift code leading the org among 80+ engineers in year Swift contribution ranking.
* Identified the opportunity to scale up SEV, Swift adoption multiple work flows with customized AI agent and proposed mid-term and long-term plans

Snap Inc. *2019.3 - 2025.6*

**Snapchat iOS app** [oniTunes](https://apps.apple.com/us/app/snapchat/id447188370)

Memories team, iOS lead, *2020.3 - Present*

* Led the team to manage the key pages with iOS 150+ millions DAU.
* Led the team to deliver multiple cost saving projects to save media uploading, retrieval, storage cost from S3 / S4 by 10+ millions dollars annually
* Led the team to rewrite the whole backup stack with cross platform solution in Typescript used by iOS, Android and eligible for web in the future
  + 7 months code writing and 11 months rollout optimization to reach full potential
  + 20% backup incomplete rate reduction (6% -> 4.8%)
  + 350+ million snaps going through the new pipeline daily
  + Saved user upload data on WWAN 0.3mb per user per day (0.5 -> 0.2mb)
* Memories playback latency core metrics owner with 4 billion monthly views
  + 3 months ABs rollout to mitigate migration regressions with 10k LOC
  + Improved prefetching logic that helps improve 40% P90 image viewing latency and 60% P90 video viewing latency which boost downstream engagement actions by great margin as well
* Led the team to deliver the Matcha project that rewrite 200,000 lines of code to reshape the architecture with proper modern dependencies injection
  + Multiple quarters project leading 10 internal engineers and interacting 30+ other teams
  + Architecture design into 100+ libraries, tons of code written
  + Resource planning, project managing, project progress tracking
  + Won the company wide Technical Excellence Award
  + Company level Matcha architecture lead overseeing multiple teams
* Built comprehensive story editor feature that empower user with capability to create, edit, order snaps in custom stories from 0 to 1 used, 50+ mil daily users
* Successfully handled comprehensive customer reporting (P9999) issues

Spectacles team, iOS, *2019.3 - 2020.3*

* Launched Snapchat flying drone camera Pixy
* Major contributor to launch Spectacles V3 with dual camera
  + Fundamentally rewrite and own the code for data transfer stack include BLE, Bluetooth classic and Wifi transfer that is easily expanded to future devices
  + Owned code and release pipeline for factor apps that is used in factory to QC products after being produced in China / Taiwan factories.

RJT Compuquest Inc. *2016.1 - 2019.3*

**BMWConnected** **& MINIConnected** *2017.5 - 2019.3*

Worked onsite as senior iOS engineer with our client BMW technology to build the utility apps to help users communicate with BMW or MINI in a more convenient way. I mainly worked on the journey management and after sales, my job duty includes

* Owned the codebase for POI searches related features like trip management
* Maintained i18n translation bot script with Python
* Map framework management
  + created unified framework interface to wrap different map providers
  + used HERE map for USA, Apple map for Japan, etc
  + wrote script to bundle them differently for App Store build
* Built first generation of in car head unit with Node.js using typescript
* Worked on after sales tab with react native to make the tab code shared by both iOS and Android
* Contributed the notification services with RabbitMQ messaging technique
* Proposing, prototyping new native or third party frameworks and new technology to improve user experiences
* Worked with the machine learning team to support data from our iOS end to learn users behaviors, so that we can push personalized promotions as well as creating learned destinations for the users such as work, home, etc.

**Citi Mobile** [on iTunes](https://itunes.apple.com/us/app/citi-mobile/id301724680?%20mt=8)*2016.4 - 2017.5*Worked on site with our client Citigroup to build the Citi Mobile app which is the money management tool for all Citi Bank users. I was working on the Payments team, job duty includes:

* Owned code for cards, bills payments & banking accounts management.
* Built calendar importing & exporting functions, reminder updates to help users always get alerts and Apple Watch account summary supports
* Integrated credit score reports.
* Proposing, prototyping pay with Siri to improve user experiences

**Personal Project**

[NewsAI](https://news-ai.work/) AI news aggregator and summarizer for fun.

* Cursor IDE - development with multiple AI agents
* Sonnet API - AI news summarization
* MailerLite - email subscription
* Vercel - site hosting, deployment, domain ownership
* Neon - serverless database
* Google Analytics - data and performance

[Personal](https://sheldonwangrjt.github.io/) Website for my personal blogs and interests

* Cursor IDE - development with multiple AI agents
* Github website hosting
* Gitaction deployment
* Paypal donation button (no one donated lol)

**Educations**

M.S. Electrical Engineering, University of Colorado Denver, Denver, CO

B.Eng., Electronics Engineering, Beijing Technology and Business University, Beijing, China