VICTOR HE

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Google - Los Angeles, CA   2021 - Mar 2025
Software Engineer - YouTube ShopAds - Experiences Team

- Launched shopping ads on the YouTube mobile app Home, Search, and Watch pages, with initial impact of **+$33.4M** Annual Recurring Revenue (ARR), now contributing **20.6%** of team revenue. Productionized the ad format: full E2E implementation, quality-of-life improvements, and accessibility features.

- Simplified the process for advertisers to show our shopping ad formats across surfaces, resulting in **+$1.5M** ARR.

- Implemented a bidding strategy for our augmented reality virtual-try-on ad format, achieving upwards of **36x** in engagement metrics. Expanded makeup try-on experience from lipstick category to include foundation and eye shadow categories. Onboarded advertisers into beta.

Basis Worldwide - Los Angeles, CA   2019 - 2021
Software Engineer

- Built and integrated a compliance management system in C#, .NET Core, and SQL Server stack, which prevents **$80k** in monthly penalties.

- Decreased auth API response times by **92%** by modernizing legacy systems to AWS Cognito, Simple Email Service, Node.js Lambda, and API Gateway services.

- Onboarded devs, stood up AWS resources, migrated **750k** users, built web pages, and orchestrated release plan as AWS subject matter expert and frontend lead dev.

AIA MiniCafe   2019
Full Stack Engineer Freelancer

- Increased returning customer base by **20%** by launching a mobile storefront with tiered membership benefits and punch card system in Vue.js, JavaScript, Node.js, and NoSQL stack.

- Secured **3600+** orders, **20%** of overall transactions over 1.5 years. Cut aggregate wait time during peak hours by **33%**. **9/10** user satisfaction rating.

University of California, San Diego - Computer Science   2014 - 2018
- Major GPA: **3.92** (magna cum laude)

Skills
- C++, Python, SQL, JavaScript, Vue, C#, HTML, CSS, AWS Cloud, NoSQL, GitHub

- Cross-functional collaboration, diligent meeting hygiene, data-driven decision making, and problem solving