

William Ma

3B Software Engineering

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SKILLS

PROFICIENT: C#, JAVASCRIPT, HTML, CSS, C++, JAVA

FAMILIAR: PERL, PYTHON, SQL, C

INTERN EXPERIENCE

GOOGLE | SOFTWARE ENGINEER FOR GOOGLE MAPS ON ANDROID

January 2017 - present | Seattle, WA

- Worked on driving more daily active users to the app by improving the experience for sending feedback reports
- Assisted in implementing server-side triggered tutorials, which allows better predictions on the optimal time to show them

YAHOO! | SOFTWARE ENGINEER FOR POLYVORE REVENUE TEAM

May 2016 - August 2016 | Sunnyvale, CA

- Strategically added a monetized outbound link which **resulted in a 5-8% revenue increase**
- Added cost-per-click monetization to four different pages, which **increased revenue by 2-3%**
- Used A/B testing to safely review the affects of high-impact changes

BDA ENTERTAINMENT | WEB/MOBILE DEVELOPER

September 2015 - December 2015 | Mississauga, ON

- Designed and developed **entire live chat system** in C# and JavaScript using SignalR library, which uses WebSockets
 - Up to **50,000 messages** sent **every day**
 - Features emojis, message formatting commands, anti-spam prevention, word filter, and blocking/unblocking capabilities
 - Extremely smooth UI with **draggable** and **resizable** chat windows, a users list, and **seamless loading** of older messages

BDO SOLUTIONS (FORMERLY SYSTEMGROUP CONSULTING INC.) | SOFTWARE CONSULTANT

May 2014 - August 2014 / January 2015 - April 2015 | Mississauga, ON

- **Optimized** daily job calculations making them run up to **50%** faster using SQL stored procedures combined with C#
- Applied **styling to entire website** for a complete UI revamp, which resulted in great feedback from the client

PROJECTS

FFMPEG | OPEN-SOURCE CONTRIBUTION (TEAM OF 6)

[Link to Patch](#) | C

- Implemented optimal Huffman tables to improve (M)JPEG encoding
- Resulted in a **lossless compression** of **~10%** more than the original encoding

CHECKPOINTS | WEBSITE

[Link](#) | React, Redux, Node.js, MongoDB

- Track your bucket list items, upload photos for proof of accomplishments, and share them with your friends
- Implemented efficient search tool for finding people, preferring friends over strangers

WAR | WEB GAME

[Link](#) | HTML, CSS, JavaScript, Phaser

- 2D top-down shooter where you battle with up to 3 other players inside an arena
- Features **randomly generated maps** and an **AI** that uses clearance-based pathfinding to chase the closest player

GREED: DODGE GAME | ANDROID APPLICATION

[Link](#) | Java, Android SDK, Google Play Services

- Collect coins and powerups while avoiding cannonballs bouncing on the screen
- Features a shop to buy upgrades and skins, **45 achievements**, and over **100 individually drawn images**

EDUCATION

CANDIDATE FOR BACHELOR OF SOFTWARE ENGINEERING | UNIVERSITY OF WATERLOO

September 2013 - present | Waterloo, ON