

ALEKA CHEUNG

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EXPERIENCE

SENIOR FRONTEND ENGINEER — dYdX, New York

JUN 2022 — OCT 2024

Shipped [dYdX v4](#) — a decentralized trading platform offering advanced financial products like perpetual contracts — as part of a 3-person frontend team, later growing the team to six engineers through hiring and onboarding. Delivered core trading features and collaborated with product and engineering teams to design and implement trading flows, order management, and market interfaces.

Led UX and performance workstreams for core trading functions, reducing latency and improving the responsiveness of real-time order execution. Integrated web3 wallets to streamline onboarding. Built a [bridging feature](#) to support the token migration and platform transition to v4.

SOFTWARE ENGINEER — Instagram Shopping, New York

AUG 2020 — JUN 2021

Core product backend engineer on [IG Shopping](#). Led workstream to optimize and experiment on product detail page's UX, including dynamic product details and performance optimizations, which significantly increased offsite + onsite purchases on Instagram. Built [community content feature](#) and shop tab content tiles sourcing.

SOFTWARE ENGINEER — Wit.ai / Facebook Assistant, Menlo Park

SEP 2017 — AUG 2020

Lead frontend / full-stack engineer on [Wit.ai](#), a developer platform and API for internal Facebook and external developers to build NLP-empowered applications without needing knowledge of machine learning.

Led the platform's [UX refresh](#). Planned and scoped projects for the team and launched the refresh in 2020, which consists of improved tooling + APIs and other new features.

SOFTWARE ENGINEER INTERN — Messenger Web, Menlo Park

JUN 2016 — SEP 2016

Built support inbox for Messenger and Facebook chat tabs redesign.

EDUCATION

BA Computer Science & Cognitive Science at Northwestern University, Evanston, IL
GPA: 3.74/4.00

SEP 2013 — JUN 2017

SKILLS

Proficient in React & JavaScript, Python, Kotlin, Hack (PHP), HTML/CSS; Prior experience in Clojure, Haskell
Registered Yoga Teacher (RYT-200)