



# WILLIAM LIU

📍 San Francisco, CA, USA

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Technology leader with 14 years industry experience in video games and financial services.

Launched over 18 consumer products worldwide for 60M+ customers at Sony PlayStation, Electronic Arts, and Earnest.

Led start-up engineering teams to 2 successful exits at Playfish and Earnest.

A builder of high-performing engineering teams and a builder of great technology products.

## Experience

● Sep 2019 - May 2020

SENIOR SOFTWARE  
ENGINEERING MANAGER  
**BRANCH INTERNATIONAL**

### Responsibilities:

I was responsible for managing the Platform and Core Banking teams. On the Platform team I managed the infrastructure, data engineering and information security functions. On the Core Banking team I was responsible for managing the development of customer identity, payments and internal admin functions to support the core microlending product. I managed 7 engineers.

I set priorities for multiple technology projects and mentored engineering managers and engineers. I led process improvements to increase engineering velocity and hired remote engineers to grow distributed engineering teams. Technologies used: Ruby, Python, Heroku, AWS.

● Oct 2018 - May 2019

SOFTWARE ENGINEERING  
MANAGER  
**EARNEST  
(ACQUIRED BY NAVIENT)**

### Responsibilities:

I managed 3 engineering teams in the development and launch of the digital private education in-school loan product, which originated \$100M+ loans.

I led process improvements and coordinated the adoption of scaled agile practices to successfully deliver on multiple projects.

I led hiring efforts to grow engineering teams with full-time engineers, and partnered with product development companies on staff augmentation and the set up of nearshore teams. I managed and mentored 6 engineers.

● Apr 2017 - Oct 2018

LEAD SOFTWARE  
ENGINEER  
**EARNEST**

### Responsibilities:

I led a \$2B+ student loan refinance portfolio migration from an in-house loan servicing platform to Navient and First Data.

I led a \$300M+ personal loan book migration to a third-party servicing system.

I led the architecture and development of the servicing platform, and coordinated with multiple teams to scale and optimize servicing functions. I used a range of technologies: Node.js, Java, PostgreSQL, COBOL, Docker, Kubernetes, AWS.

I led development and improvements to the payment processor in order to manage \$2M+ of daily financial transactions including an ACH integration with Silicon Valley Bank.

I was responsible for financial audit quality controls for the servicing platform. I partnered with accounting firms annually to ensure the loan servicing functions were compliant with SOC1 and Sarbanes-Oxley Act (SOX).

● Sep 2016 - Apr 2017

SENIOR SOFTWARE  
ENGINEER  
**EARNEST**

### Responsibilities:

I led research and development efforts for moving Node.js services to Java microservices.

I researched multiple financial data aggregators and implemented the backend migration from Intuit to Plaid.

I developed internal applications for the credit team to increase the speed of the credit approval process from days to minutes, enabling credit officers to approve loan applications in less than 15 minutes.

# WILLIAM LIU

## Profile

I am passionate about using technology to build products that improve our lives and that lead us into the future.

I have a strong background in building highly scalable distributed systems for web, mobile and video game console platforms. I have worked across the entire technology stack: operating systems, databases, server backend, frontend, and mobile.

I have excellent technical, communication and interpersonal skills. I have a proven track record as a well-rounded engineering manager and technology leader who drives for excellence and personal growth.

## Expertise

Servant leadership  
Agile methodologies  
Test driven development  
Object oriented design  
Design patterns

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## Experience

Sep 2015 - Sep 2016

CO-FOUNDER AND CTO  
**WOOFSPOT**

### Responsibilities:

I co-founded, developed, and led the technology for Woofspot, a mobile hyperlocal social network that brings dog owners and their dogs together. Technologies used: Swift, iOS, Java, GCP.

Oct 2013 - Sep 2015

SOFTWARE ENGINEERING  
DIRECTOR  
**ELECTRONIC ARTS**

### Responsibilities:

I was a hands-on Engineering Director setting technology direction for the development and launch of the following products: Minions Paradise (iOS, Android) and Monopoly Slots (iOS, Android).

- Led multiple teams of 15+ engineers.
- Mentored engineering managers and software engineers.
- Led long-term planning of the technology roadmap for the game studio.
- Led strategic planning and execution of multiple projects.
- Established engineering best practices.
- Established and optimized business processes across product, design and engineering.
- Hired and grew engineering teams.
- Technologies used: ActionScript, Unity, C#, Java, GCP, AWS.

Apr 2012 - Oct 2013

PRINCIPAL SOFTWARE  
ENGINEER  
**ELECTRONIC ARTS**

### Responsibilities:

- Led the architecture and development of highly scalable distributed services for several mobile and social gaming products.
- Established software engineering best practices and improvements to the development process.
- Launched the following products: Monopoly Slots (iOS, Android), JetSet Secrets (Facebook). Contributions made to: Madden NFL Social (Facebook), FIFA Superstars (GREE in Japan).

Sep 2009 - Apr 2012

LEAD SOFTWARE  
ENGINEER  
**PLAYFISH  
(ACQUIRED BY EA)**

### Responsibilities:

- Led a team of 8 software engineers.
- Mentored software engineers.
- Established software engineering best practices.
- Architected and developed highly scalable web services serving 13M DAU.
- Built shared libraries for product development and infrastructure teams.
- Launched the following products: The Sims Social (Facebook), Pirates Ahoy! (Facebook), Restaurant City (Facebook). Contributions made to: Pet Society (Facebook), FIFA Superstars (Facebook).

Sep 2006 - Sep 2009

SOFTWARE ENGINEER,  
PLAYSTATION  
**SONY COMPUTER  
ENTERTAINMENT EUROPE**

### Responsibilities:

The Online Technology Group at Sony Computer Entertainment develops and supports the online functionality of many PlayStation titles on the PSP, PS2 and PS3 platforms.

- Led a team of 4 software engineers.
- Developed services and server features for multiple game studios: Media Molecule, Guerilla Games, SCE Worldwide Studios, and Evolution Studios.
- Performed capacity planning and performance tuning of web services.
- Adopted agile development methodologies including TDD, acceptance testing and pair programming.
- Developed core online gaming functionality for leading PlayStation products.
- Developed system tools to improve efficiency of internal processes.
- Launched the following products: Little Big Planet (PS3), Killzone 2 (PS3). Made contributions to: Home (PS3), SingStar (PS3), MotorStorm 3 (PS3), Killzone (PSP) and Ratchet & Clank (PSP). Technologies used: Java, Oracle.

# WILLIAM LIU

## Programming Languages

Java  
Python  
Ruby  
Node.js  
Swift  
C#  
ActionScript  
BASIC

## Tools





Amazon Web Services (AWS)  
Google Cloud Platform (GCP)  
Heroku  
iOS  
Android  
PostgreSQL  
MySQL  
Oracle  
Docker  
Kubernetes  
Linux

## Languages

English  
Cantonese

## Interests

Emerging technologies  
Finance  
Personal development

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## Education

 2001 - 2006

MASTER OF ENGINEERING  
(MEng)  
**UNIVERSITY OF  
HUDDERSFIELD**

Awarded Masters with Distinction in Computer Software Engineering at the University of Huddersfield, UK.

My Master's degree project and dissertation was titled: "Service-Oriented Architecture and Web Services in Healthcare", a study into the benefits of SOA solutions over traditional distributed architectures (CORBA and RMI) for interoperable systems in the UK healthcare industry. I developed a distributed online prescription booking system using C# .NET, ASP. NET, J2EE, Web Services.

 Sep 2005 - Sep 2006

CO-FOUNDER AND CTO  
**HAN TECHNOLOGIES**

Whilst at university I did several internships and started a technology company. In 2005 I co-founded HAN Technologies in the UK developing a smart home product to enable homeowners to automate appliances via the web.

 Jun 2005 - Sep 2005

SOFTWARE ENGINEER  
**SYNCHROWEB  
TECHNOLOGY**

In 2005 I moved to Kuala Lumpur, Malaysia for a summer to build WiFi and wireless network solutions at Synchronweb Technology. I ported a series of Perl scripts into a Java web application that managed Linux system level utilities and processes including iptables.

 Jun 2003 - Sep 2004

SOFTWARE ENGINEER  
**CUMMINS TURBO  
TECHNOLOGIES**

In 2003 as part of my university degree program I did a one year industry placement internship at Cummins Turbo Technologies in the UK. My role as a software engineer was to build in-house software tools.

- Ported legacy software tools from BASIC/FORTRAN to Java.
- Developed software design tools to optimize turbocharger thrust bearings.
- Developed software tools using Tcl/Tk for QNX real time systems.