Bobae Kang

Full-stack product engineer building quality & impactful software on web and beyond!

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Key achievements

- Architected a scalable system for Spotify Ads Manager's audience segment targeting capabilities
- Achieved 3.5x throughput, 75% latency reduction to scale serving audience segments
- Scaled ad review process with UI features for auto-rejecting ads (impacting >20% of rejected ads)

Experience

Web Engineer at Spotify, 2022-present
- Lead projects on core Spotify Ads products to unlock advanced targeting for global ad campaigns
- Work across the stack (web frontend, Java backend, Google Cloud infra) to build scalable solutions
- Build alignment across teams to ship high-impact features in a fast-moving environment

Web Developer at University of Chicago, 2020-2022
- Built highly interactive React/TypeScript apps for the Pediatrics Cancer Data Commons team
- Implemented API endpoints in Python to support key UI features

Research Analyst at Illinois Criminal Justice Information Authority, 2017-2020
- Created a full-stack web platform to optimize the Research & Analysis Unit's publication process

Projects

Ads Audience Manager at Spotify
- Designed a full-stack audience segment management system (web UI, API endpoints, microservice, DB), define technical milestones, and led implementation efforts with 3-5 engineers
- Scaled the system for serving audience resources (3.5x throughput increase, 75% latency decrease)
- Act as a domain expert, supporting teams and projects integrating audience targeting and building alignment with stakeholders in ad delivery, forecasting, and other teams at campaign booking

Ads Manager Admin Portal at Spotify
- Scaled ad review process by implementing auto-rejection UI features for invalid audio assets or invalid/malicious click-through URLs, impacting >20% of rejected ads
- Created new UI to streamline review process for programmatic ads, impacting 20% of total revenue
- Delivered product features with minimal guidance while embedding in another team

Ads Manager at Spotify
- Contribute to core web app for Spotify advertisers, focused on campaign booking and targeting
- Lead projects to ship features and improve the overall code quality, performance, & stability

Ads API at Spotify
- Contribute to an API service that powers Ads Manager & 3P clients for managing ad campaigns
- Lead efforts to create and maintain OpenAPI schemas/endpoints to support evolving ad booking requirements & UI features on Ads Manager

Technical expertise

- Web frontend: JavaScript/TypeScript UI frameworks (React, Next, Vue, Solid), advanced UI/UX topics and tools (Server Component, Signals, optimistic update)
- Backend: microservices and API design (Java, GraphQL, OpenAPI, gRPC)
- Infra: Google Cloud platform, Kubernetes, Cloud SQL, BigQuery, IAM
- Best practices: Version control, automated tests, feature flags, CI/CD to secure production systems

Education

The University of Chicago, MA in Social Sciences, 2017
- Specialization in Computational Social Sciences

Colgate University, BA in Sociology & Anthropology, 2016