BOBBER CHENG

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CAREER PROFILE

I am a self-motivated and data-driven tech leader.

Things I've been doing lately:
- GenAI platform of code self-improvement for all engineers.
- Build Personalization platform from zero to customize consumers/patients purchase journey.
- API/AI first product information management system for retailer front/backend.
- Level up medium level engineers to excellent in 1 year.

Business speak:
I am passionate about leveraging cutting-edge techs to create/enhance brand value through economical solutions and growth-oriented teams. I excel in motivating teams with psychological safety and clear technological vision, driving initiatives to successful completion.

Geek speak:
My strongest is to build self-growing platforms with extensible services/apps in maintainable, scalable and reusable code in months.
I am also professionally proficient in Java/Python/Golang/C++/C, React Typescript and GenAI.

PROFESSIONAL EXPERIENCE

Loblaw Digital   Software Engineer manager, Toronto   (2023 -)

- Built personalization platform from zero with distributed services and applications to provide customized purchase experience for millions of users with 100 RPS and less than 0.2s service latency.
- Delivered GenAI platform of code self-improvement for all engineers with 1+ million code suggestions and 20% acceptance rate.
- Delivered hundreds of server-driven headless components to speed up UX innovation for both web/mobile and backend.
- Built 3 high performance teams including local, near-shore full-stack team, and pilot GenAI teams.

CSC Generation(U.S.)   Engineer manager, Remote   (2022 -2023)

- Built a high-performance eCommer platform team with 5-7 people to normalize agile software development in CSC shared service department.
- Delivered API/AI first product information management system to merch millions of products with NoSQL graph DB and cloud event driven architecture, https://aws.amazon.com/blogs/database/how-csc-generation-powers-product-discovery-with-knowledge-graphs-using-amazon-neptune/.

- Generalized the best practices to CSC golden tech stacks including CSC SDK to resolve CSC challenges continuously.

Intrado   Associate Development Manager, Mississauga (2019 - 2021)

- Managed technical teams and focal points for development issues to deliver new features to Intrado conference products monthly.
- Provided guidance to project leaders in all aspects including project management and solution design. Accountable for delivery across multiple projects resulting in expected business solutions with 30% reduction of escalation issues.
- Directed high-quality programming and applied the best practices to cloud services and desktop/mobile apps to reduce major vulnerabilities and improve service performance iteratively.
- Migrated Intrado microservices to GCP with ELK and achieved significant improvement of Intrado meeting service capability up to 10K+ users with 30%+ cost reduction.

West   Team Leader, Shanghai   (2007 - 2019)

- Led agile team to deliver web-based applications to Intrado conference products that include InterCall Conference manager.
- Applied machine learning to software UI development for generating code from UI and accelerate development.
- Enhanced security policy for Intrado legacy products to avoid fraud and meet GDPR requirements.

Education:
- Computer & Applications, Shanghai Jiao Tong University
- Physics, SiChuan University

Certification:
- NVIDIA-Certified Associate: AI Infrastructure and Operations
- SAFE Scrum master
- Kaggle Machine learning Expert
- Project Management Professional (PMP)