

Accomplishments

- Improved Facebook Feed's immersion, which increased iOS Ad revenue by ~3%
- Built newest de facto standard analytics framework used across Meta's apps
- Contributed to [developer productivity project](#) with 500+ stars on GitHub

Passion for building productivity tools

- Spotify Wrapped for your Google searches via on-device Natural Language Processing
- [In-editor terminal VSCode extension](#) to improve voice control scripting productivity

Professional Experience - 5 years

Meta - IC4

2020 - 2022

Facebook Feed immersion

- Project owner: planning, execution, public testing, release
- Delivered prototype of scrolling-away tab-bar within days
- Worked around UIKit limitations to hide navigation-bar
- Made iterations based on user feedback and experiment results
- Teamed up with Ads engineers to prevent impression breakages

"These results are outstanding"
- Chris Cox
Chief Product Officer

Built novel analytics framework

- Partnered with engineers across Facebook and Instagram
- Built APIs for iOS, React Native, Native Templates, Hack, SQL
- Created user onboarding and troubleshooting documentation
- Supported ~20 internal Meta teams through consultations
- Set direction for new capabilities of the analytics framework

Intern Manager for Facebook Siri integration

- Defined project, supported intern, reviewed their performance
- Drove call with Apple and pivoted project to use newer Siri APIs
- Updated build pipeline to support latest iOS 16 AppIntents APIs

SkyeBrowse - iOS

2019

Skills

Built iOS App for drone control and automatic scene capture

Padx - Cross Platform

2018

Built Zillow competitor app and shipped to iOS and Android stores

Leadership: Managing engineers, Roadmapping, Organizing user support

Front end: iOS, Swift, UIKit, React, ReactNative, TypeScript, Flutter, Xamarin

Tooling: Python, Bash, Buck, CI/CD, Docker, VSCode Extensions, Chrome Extensions

Data: Data Analysis, SQL, Spark, SparkML, SparkNLP, TensorFlow.js, Hive, BERT, NLP