Brian Chen

Hi, I'm a lead software engineer with a focus on Distributed Backend Development

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Experience

Reddit – Senior Software Engineer (IC4) / Ads Targeting   **Vancouver (Remote),** 2022 - Present
- Led Ads efforts to monetize Age Targeting with 5 engineers, including creating content gating systems, privacy and personalization settings, and age band targeting, reaching legal compliance and unlocking $90M+ in revenue opts.
- Led a team of 3 engineers to create a new API and streaming backend to upload and manage advertiser audiences which unlocked $100M+ annually in revenue opportunities, used by Spotify, Blizzard, Nike, AMEX, etc.
- Designed and delivered interest targeting overhaul which enabled advertisers to target audiences with increased granularity, resulting in $17M+/yr increase in revenue, and a 4.5% increase in interest targeting CTR
- Identified and created solution for targeting new user cold-start problem by using ML models to create a relevant targeting profile for users given contextual data, increasing ads impression reach by 2.3% and CTR by 1.6%
- Mentored junior teammates, participated in hiring & interviews, acted as a Tech Lead for a team of 6 SWE/DS/MLE

Riot Games – Software Engineer (IC2) / Player Platform Services, Game Delivery Tools   **Los Angeles,** 2020 - 2022
- Acted as tech captain, leading architecture, prioritization, and deliverables for the development of an OAuth Client Management tool in React & Go, which saved hours of manual review, verification & approval weekly
- Refactored a critical production Java service which serves 100M+ requests daily, increasing uptime from 2 9's of availability to 5 9's, and allowing the service to be deployed to Tencent infra (was limited to AWS)
- Delivered ability for Riot Client to patch games while backgrounded by overhauling build, deploy & patching code in LoL, VALORANT, and LoR – and decreased game executable build times by 85% by refactoring Jenkins DSLs
- Built a playtest management service in Go which streamlined playtest setup & allowed players to invite their friends, vastly increasing user engagement and retention rates over control group values for public R&D playtests
- Instrumented services w/tracing & telemetry; created dashboards & alerts to track outages and service health

Salesforce – Software Engineering Intern / Salesforce Database Team, Build   **San Francisco,** 2018
- Saved teams many hours weekly on CI build failures by creating a Jenkins build monitoring tool in Java which matched build failures against known errors, aiding in build failure triage and reducing common mistakes

Technical Skills

Languages : Golang, Java, Scala, Python, C, C++, C#, JavaScript, TypeScript, Bash, SQL
Web/Frameworks : Locust.io, Cypress.io, React, Node.js, ASP, JSP
Other : AWS, GCP, MySQL, Redis, Spark, Flink, Kafka, Kubernetes, Docker, Terraform, Git, Unity, Airflow

Education

University of Toronto   2015 – 2019
- Honours Bachelors of Science, **Computer Science**
- **Courses:** Computer Graphics, Algorithms & Data Structures, HCI, Operating Systems, Network Security

Awards

- **1st Place** 2017 Microsoft Coding Competition
- **1st Place** 2015 UofT Operations Research Challenge
- **3rd Place** 2018 Facebook Coding Competition
- **4th Place** 2017 UofT The Hub Startup Challenge

Personal Projects

Space2Vec – A documented exploration into using ML for astronomy (*pandas, Keras, Tensorflow, AWS*)   **space2vec.com**
Pathfinder – A procedurally generated pathfinding puzzle game with social integrations (*C#, Unity, Blender, Firebase*)