

# David Cai

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## Experience

### Yahoo

#### Product Manager (formerly Verizon Media APM)

##### Yahoo News — iOS and Android, July 2020 - Present

- Increased app revenue 55% since starting by increasing the team's focus on and ability to run A/B experiments
- Launched US local news, achieving 40% higher notification engagement over standard articles
- Launched notification channels, achieving 12% M/M increase in notification engagement and 10% increase in DV31 user retention

##### Identity Team — Account Settings, July 2019 - July 2020

- Began a redesign for the account settings page by leading the team through design, user research validation, and engineering explorations for a tech stack transition
- Designed and tested a series of improvements to user-facing interstitials to reduce account lockout

### PM Tech Lessons ([pmtechlessons.com](http://pmtechlessons.com))

#### Founder and Writer, July 2020 - Present

- Created a site to educate non-technical product management candidates on technical topics
- Sustained traffic of 1K visitors, 2K page views / month with a weekly publishing cadence

### Cafeteria Texts

#### Founder and Developer, 2018

- Developed and marketed a service to notify students of upcoming meal menus via SMS
- Grew to over 800 users (20% of Rice undergraduate population) in two months

### Facebook

#### Software Engineering Intern, Developer Infrastructure, Summer 2018

- Extended a basic debugger implementation into a shipped product for Prepack (Javascript Optimizing Compiler) to aid development speed and ability
- Collaborated in a cross-functional manner to take advantage of other Facebook technologies to integrate the debugger into existing pipelines

## Education

### Rice University, May 2019

3.5 GPA, Masters of Computer Science

3.8 GPA, Bachelor of Arts in Computer Science

Teaching Assistant for: Compiler Construction, Computer Systems (x2), Program Design

### Amateur Sub-Elite Runner

2:39 marathon — Chevron Houston Marathon, 2019 (92nd overall, of 24K participants)