

DAVID ZENG

davidzeng.github.io

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EXPERIENCE

Clinkle

October 2014 - Present

Backend Engineer

San Francisco, CA

- Worked on event queueing layer to allow for asynchronous task scheduling and completion.
- Built user referral and rewards program to promote and track user acquisition.
- Developed automated email/push onboarding system for early user engagement and retention.

Pocket Gems

September 2011 - October 2014

Backend Team Lead

San Francisco, CA

- Lead team of 4 engineers, holding weekly 1-1's. Evaluate individual performance and conduct annual reviews. Lead bi-weekly scrum.
- Manage weekly team sprint with JIRA. Scope and evaluate team goals per quarter. Attend roadmap meetings with department heads to plan and coordinate across team projects.
- Spoke as representative to Google twice to discuss useage and challenges of Cloud Platform. Mediate and communicate team needs to Google contacts. Evaluate and prototype new Cloud Platform technologies.

Integrated Backend Engineer

- Architected and wrote new backend archetype with heavy server side game validation and security. Used in War Dragons and Epic Empires.
- Transitioned player identification scheme across all games when iOS unique identifiers were deprecated.
- Built UA management tool with customizable per-advertiser callbacks to verify installation channel.

Data Analytics Engineer

- Integrated rollup system to aggregate granular player data into key metrics for installs, revenue, retention and churn. Supported segmentation across install date and advertiser.
- Implemented tool to send push notifications in bulk via recipient querying in SQL.
- Ported and created data visualizations from PostgreSQL to Vertica database.

Analysis Group

Septemeber 2010 - September 2011

Analyst

Menlo Park, CA

- Performed geographic cost optimization of pharmaceutical representatives detailing and sampling across 47 states. Analyzed 75 million records with 30GB+ of data in SAS.
- Developed Markov models simulating patient flow within budget impact/cost effectiveness models.

EDUCATION

University of California, Berkeley

June 2010

B.S. - Electrical Engineering & Computer Science, Industrial Engineering (Minor)

3.83 GPA

TECHNICAL STRENGTHS

Programming

Proficient in Python, SQL. Experience in Scala, Angular, jQuery

Platforms

Google Cloud Platform (AppEngine), Heroku

Tools

Github, Phabricator, JIRA, Pivotal Tracker

Statistical

SAT, STATA, Excel