

DAVID ZENG

1051 National Ave Apt 441 ◇ San Bruno, CA 94066
(650) · 622 · 2823 ◇ david.tao.zeng@gmail.com

EXPERIENCE

Clinkle

Backend Engineer

October 2014 - Present

San Francisco, CA

- Built user referral and rewards system to promote and track user acquisition.
- Added email notifications messaging and logging for key user events in acquisition funnel and signup.
- Worked on event queueing system to allow for asynchronous task scheduling and completion.

Pocket Gems

Backend Team Lead

September 2011 - October 2014

San Francisco, CA

- Lead team of 4 server engineerings, with 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 system with heavy server side game validation and security. Used in iOS/Android game Epic Empire.
- Transitioned player identification scheme across all games when iOS unique identifiers were deprecated.
- Built system to customize settings with 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

Analyst

Septemeber 2010 - September 2011

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

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

June 2010

3.83 GPA

TECHNICAL STRENGTHS

Programming

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

Platforms

Google Cloud Platform (AppEngine), Heroku

Tools

Github, Emacs, JIRA, Pivotal Tracker

Statistical

SAT, STATA, Excel