DENNIS VASH

SENIOR FULL-STACK ENGINEER

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EXPERIENCE

2023 – Present **Infra Tech Lead | Carrier Monetization Infra | Meta**

- Took technical ownership of a 8+ year legacy product, generating 1M$+ daily revenue, operating with 120+ telecom providers globally (*T-Mobile, MTN, Safaricom, Telkomsel and more*).
- Addressed critical challenges, including low performance, unscalable legacy codebase and UI with lack of integration capabilities.
- Rebuilt (*system redesign and implementation*) the infrastructure from scratch, optimizing scalability to support a larger user base and ensuring seamless integration into Meta's family of apps (*Facebook, FBLite, Messenger*); presented the system design to seniors board (*20+ engineers*), securing project approval.
- Coordinated with 10+ product and infrastructure teams across Meta, driving complex integrations for all Meta products and platforms.
- Brought to production the new infrastructure with redesigned UI, overcoming production challenges proving impact through experiments and close collaboration with the carriers stakeholders.
- Resulted in 7K$ in daily revenue uplift; performance improvements by 40%, reduced error rate by 80%; 2.5 engineer years saved.
- Integrated the infrastructure with a dedicated UI into Instagram; resulted in estimated growth of 55M monthly users over 4 years.
- **Stakeholder recognition:** TLV Director of Engineering endorsed the initiative which gained high visibility across Meta TLV leadership.

2021 – 2023 **Product Tech Lead | Market Intelligence *(formerly Onavo)* | Meta**

- Redesigned the product (*system redesign and implementation*) to handle large-scale data challenges, optimizing performance and usability to process terabytes of data efficiently.
- Led a cross-functional team including a Data Scientist, Data Engineer, Content Designer, Graphic Designer, and Technical Program Manager over two years to enhance the product.
- Resulted in enabling critical business decisions at Meta, including VR start-ups acquisition, go-to market for Reels feature and more.
- **Stakeholder recognition:** COO of Meta acting as key stakeholder, gained high visibility among Meta leadership.

2020 – 2021 **Full-Stack Engineer | Market Intelligence *(formerly Onavo)* | Meta**

- Developed and completed from scratch an internal market insights MVP, according to a requirements document and a well-defined technology stack.
- Successfully launched the MVP, attracting 100 monthly internal users.
- Secured position as the leader of the project within 6 months.

2017 – 2020 **Full-Stack Engineer | Rafael Advanced Defense Systems**

- Developed the UI and server for a cloud-native open source framework. The framework executes distributed pipelines of algorithms built on Kubernetes, optimally utilizing resources, based on user priorities and heuristics.
- Designed (*Figma*) and implemented the UI (*React*).

CONTRIBUTIONS

- Sole presenter of lectures and training for new employees about full-stack development in Meta TLV (*UI, API, programming languages, deep dive into databases and internal frameworks*).
- Presenter in Meta TLV Tech Fair in 2022 (*Market Intelligence*) and 2024 (*Carrier Monetization*).
- Top #15 in [React Stack Overflow](#) contributors.

EDUCATION

2015 – 2019 **BSc. In Computer Science | Technion – Israel Institute of Technology**

LANGUAGES & ARMY SERVICE

Hebrew: Native | English: Fluent | Russian: Fluent | Egoz Commando Unit (621), IDF