

YANG HONG

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in yang99hong

SUMMARY

Looking to learn more and contribute in a more challenging engineering role, interested in moving towards data analytics/infrastructure.

EDUCATION

Stanford University
B.S. Electrical Engineering 2012
Software and Signal Processing

EMPLOYMENT

Marin Software

Tech Lead, Software Engineer

Aug 2012 to Current

- Tech lead of Bidding & Optimization team since Aug 2014 and backend engineer, responsible for driving engineering projects around new features, infrastructure, and technical debt, design decisions, code reviews, interviews, scrum master, training junior devs
- Designed and developed initial prototype of a data analytics infrastructure with Apache Spark using MLlib
- Developed the backend for all major Marin Bidding features of 2013-2014 to improve financial lift and drive spend and revenue
- Co-author and developer of 2 patents pending on a new bid-to-ad-position algorithm and smarter revenue-per-conversion blending

DSSD (acquired by EMC)

Signals/Software Engineering Intern

Jun 2011 to Aug 2011

- Developed initial version of flash memory data analysis software using HPL DataSeries, Swig, Python, C++
- High speed signal/power integrity modeling with HyperLynx and FPGA dev board power up debugging
- Network connectivity and diagnosis scripts, fast pseudo-random number generation, SystemVerilog, bits and pieces of whatever needed to get done

Cisco Systems

Software Engineering Intern

Jun 2010 to Aug 2010

- Developed twitter-like microblogging features for Cisco Quad (social enterprise platform), both frontend & backend, code was part of first major product release in November 2010
- Brainstormed and presented product redesign ideas to Directors and VP

Stanford Nanoelectronics Group

Researcher

Jun 2009 to Mar 2010

- Developed novel image processing & analysis software for <20nm sub-lithography in nano-electronics
- Published research paper as lead author and invited as oral speaker at 2010 SPIE Advanced Lithography Conference

PROJECTS

WIP

Currently learning: Scala, Apache Spark, and Julia.

SKILLS

Matlab, Java, Image Processing, Machine Learning, Optimization, Signal Processing, Data Analysis, Python, Git, Subversion

AWARDS

Marinnovation 2014, 1st Place for "Ship-It", 2nd Place for "People's Choice"

Implemented production-ready code in under 24 hours to allow automatically scheduled bid boosting, won against 50+ projects in the "Smart & Get Things Done" category.