

# Jason Kuang

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## PROFESSIONAL EXPERIENCE

**Meta.** Manhattan, New York

**Jul 2022 - Ongoing**

### **Monetization: Click To Messaging - Software Engineer**

- Drove 4% lift in lead generation and +0.10% ads value improvement by designing and executing A/B tests optimizing conversion funnels through data-driven experimentation and user behavior analysis.
- Shipped multiple full-stack growth features from ideation to launch, collaborating cross-functionally with product, design, and data science teams to identify opportunities and drive quantifiable results.
- Improved engineering excellence through code migrations and alert tuning, reducing on-call time burden by 25% via alert optimization and false positive reduction.
- Built end-to-end attribution infrastructure for messaging products, implementing comprehensive logging across web and mobile platforms to measure and improve retention and conversion metrics.
- Accelerated experimentation velocity by overhauling testing infrastructure, fixing dozens of test cases, resolving attribution bugs that underreported metrics, and establishing reusable frameworks.

**Walmart Global Tech.** Sunnyvale, California.

**Jun 2021 - Sep 2021**

### **Demand Forecasting - Software Engineer Intern**

- Reduced false positive errors by 48% in data validation systems by analyzing error patterns and optimizing threshold logic for equality checks between databases.
- Created comprehensive data quality checks and sanitization pipelines ensuring forecasting accuracy for datasets of ~480 million product entries across Walmart's retail network.
- Implemented production data pipelines ingesting ~270 million rows weekly and enabling demand forecasting capabilities for previously unexplored markets through feature engineering.

## PROJECTS

**whatipaid.fyi**

**Oct 2025 - Ongoing**

- Built and launched crowdsourced healthcare pricing platform enabling users to share and compare actual medical costs, addressing market transparency in elective surgery pricing.
- Implemented full-stack application using Next.js, Supabase, and Vercel with focus on submission optimization, user onboarding flows, and sharing mechanics to drive organic growth.
- Experimenting with growth strategies including SEO content, Reddit community engagement, and social sharing features to solve cold-start problems for a crowdsourced platform.

## EDUCATION

**SUNY University at Buffalo**

**May 2022**

Bachelor's in Computer Science

**GPA: 3.47/4.00**

## ADDITIONAL INFORMATION

**Languages:** Kotlin. Hack/PHP. Python. Java. JavaScript. TypeScript. SQL. Scala. C/C++. Swift.

**Frameworks/Tools:** Git. React. Mercurial. Phabricator. Litho. Docker. Django. Next.js. Vercel. Supabase. Jira. Azure. Spark. Hadoop.

**Extracurriculars:** Theta Tau. Society of Asian Scientists and Engineers.