

ISAAC Z TAI

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Brigham Young University

Computer Science Major, Business Management Minor

Utah, USA

- Cumulative GPA: (3.64/4.00)
- 2 years of absence to pursue full-time work

Hong Kong International School

2009 - 2014

PRIMARY EMPLOYMENT

DASHP

December 2022 - Present

Founder, CEO

Provo, Utah

- Performance management platform for field salespeople.

Latitude

Jan 2022 - Dec 2021

Senior Software Engineer

Remote

- Lead two major revenue projects Q2-Q3: Free Tier Monetization and AI Dungeon on Steam
- Monetization - built AI Dungeon's mobile and web advertising system, which generates revenues of ~\$75k yearly. Aligned ad strategy with unit economics of player usage and compute costs.
- Steam - Launched a successful wishlist campaign, generating 45,235 organic list-ads. Grossed \$100,000 in two weeks after launch. Managed delivery of copywriting, marketing assets, trailer videos, electron builds and conversion attribution tracking. Became featured game on Steam Store.
- Q3: Authored AI Dungeon's testing infrastructure: continuous running multi-platform and browser E2E tests for every screen on the app.
- Q4: Built an extensive Moderation Platform to enable moderation of hundreds of content and users every day.
- Q4: Researched and led implementation of Latitude's events architecture on Mixpanel for superior analytics insights and scalability. System processes over 500k events per day.

Praxis Pioneering

May 2021 - Dec 2021

Team Lead, Product Manager, Full-Stack Software Engineer

San Francisco, California

- Lead product and all non-ML development on Genesis, one of three core company teams. Generally touch every aspect of work, from setting product roadmap, doing customer sales, product design, internal/ external tooling.
- Created contractor management infrastructure from scratch to support scaling from 0 to 12,000 projects/ year pace over 40 days. System also automates operations: NDA signing, notifications, project specification, time tracking.
- Trained a finetune object detection model with YOLOv5 to detect logos on merchandise. Collected and labeled data personally. Served as the foundation for post-processing pipeline that was built after.
- Built user role management into the app for internal and customer use. Created the customer admin dashboard for user role management into the Web App with React, Postgres and Koa. Used to manage thousands of accounts.

Qualtrics

June 2020 - May 2021

Software Engineer

Remote

- Reduced the deploy time of central encryption service by 90%. Relied on by most internal services. Drastically improved deployment and incident response times and cut startup time from 12 minutes to ~90 seconds.
- Delivered feature that allows imports to be interrupted and resumed (top ten feature by service traffic): removes need for import file size limits, enables flexible deployment (hosts no longer wait for lengthy imports to finish) and automatic job recovery from host crashes (imports pick up where they left off).
- Converted survey export experience to be async notification based rather than polled. Ensured full localization support and coordinated work of three teams. Massive improvement to customer UX, especially for longer exports.

Boostly (YC S22)

June 2019 - January 2021

Full-Stack Software Engineer

Remote

- Lead migration of the entire v2 frontend from Gatsby to Next.js.
- Built authentication that integrates Magic.link and Airtable to create a password-less, role-based system.
- Designed and developed numerous v2 features including the Web App, kiosk interface for tablets and mobile redemption screens. Built highly custom and animated features with framer-motion and emotion.

Office of Information Technology

December 2018 - December 2019

IOS Software Engineer

Provo, Utah

- Developed and deployed production code on the BYU App (~60,000 active users) in Swift.
- Delivered Off-Campus Housing V2 on the app. Overhauled old UI with state of the art Zillow-like carousel + map interface, integrated with new web services and rewrote legacy Objective C into Swift
- Built client-side caching into the app. Persists data to UserDefaults and supports custom caching intervals.