Jacob Schonberg

Vitals

Phone 248.840.2872
Email jacob.schonberg@gmail.com
Web www.jacobschonberg.com
Github www.github.com/jschonberg

University of Michigan
Graduated April '08 Magna Cum Laude
B.S.E. in Computer Science

Experience

Programmer, Hacker School
Attended July '14 to October '14

Overview Attended Hacker School, a 3 month retreat for programmers. During this time worked on a number of projects as well as studied a range of interesting programming concepts and practices. Code for all of these projects is hosted on github.

"Hummus" Bittorrent Client (Python) Built a multi-threaded bittorrent client from the ground up. Works with HTTP trackers and can download multiple files from multiple peers simultaneously. Worked with threading and socket primitives to implement concurrency and network I/O.

Poker Game Engine (Go) Built engine and server to act as arena for games of poker. Engine manages game logic, money and bidding, player management, and network I/O. Designed a RESTful API as interface for players or bots to play against each other.

Scratch (Python) Wrote plugin for sublime text to make it easy to create new scratch files that are saved to a common location. Available on Package Control.

Nancy (JS) Created web app to let users setup regular notifications to remind them to stay in touch with colleagues, friends, or family members. Built on Node/Express/MongoDB.

Snake (JS) Implementation of Snake game using JS and Canvas.

Product Manager, Etsy
June '12 to June '14

Buyer Retention Led the first major redesign of the homepage in 4+ years. Work resulted in a 6% decrease in bounce rate and 4% increase in new user registrations. Also, led redesign of marketing communication flow leading to 15% increase in the number of users we can email.

Seller Tools Gained detailed understanding of Etsy sellers through in person interviews, usability studies, and analysis. Used insight to design features that make it easier for sellers to manage their shops.

Product Manager, Google
August '08 to November '11

AdWords Created and patented[1] innovative new method for ad personalization. Ran team of 12 people across engineering, design, legal, and PR to build feature and launch beta to 20 top-tier advertisers

Ads Quality Increased relevance of search ads on key metric by 25%. Successfully retired three aging large infrastructure systems` and replaced with faster, simpler, smarter alternatives.

[1] Patent US8650188 "Retargeting in a search environment". http://google.com/patents/US8650188

Skills

Python Strongest language. Familiar with many idioms, best practices, and advanced features.

C++ My first language. Have deep experience from work with C++ in college.

Javascript Comfortable working in JS and understand many of the peculiarities that make JS unique.

Go Comfortable working with Go code and understand the general benefits of the language.

I understand users and usability. Know how to make products users love.

I can manage large, complex teams. History of success with varying sizes, geographies, and work flows.

I can run effective experiments. Have been involved in over 100 experiments, and have extensive experience dealing with data in a statistically rigorous way.

I make great scrambled eggs. Yum.