

KATHLEEN CHEN

(425) 503-0989 • kathleenzchen@gmail.com

EXPERIENCE

Magical • Growth Engineer

Jan 2021 - present

- Led growth for a 10-person seed-stage productivity Chrome Extension startup backed by Greylock and Bain Capital, increasing user base from 300 to 400,000 in 1.5 years
- Launched onboarding, achieving 20% north star activation rates through A/B experimentation and design-led iteration
- Designed mail drip infrastructure and user community

Facebook • Software Engineering Intern

May - Aug 2020

- Launched an automated and scalable metric health monitoring system for 800+ users to ensure metric health through 200+ TB of ads experiments data
- Iteratively integrated user feedback to validate notification system user experience

Facebook • Software Engineering Intern

May - Aug 2019

- Increased meaningful messaging interactions by designing & implementing iOS in-app messaging; testing impact with data-driven A/B experiments
- Led cross-functional collaboration with Chats for Groups team to add entry points and improve user messaging experience within the Facebook App from Groups

EDUCATION

Duke University • Cum Laude

Dec 2020

B.S. Computer Science, Innovation & Entrepreneurship Certificate

Intro to Databases TA, Intro Data Science TA, Intro to Data Structures TA

Communications Intern for the Office of Information & Technology

PROJECTS

Grace Hopper Celebration Alternate Career Fair

Sep 2020

- Took initiative to host virtual carer fair for GHC attendees, completed in 5 days for 10,000 students and 70 companies, featured in [Business Insider article](#)

Duke Technology Scholars Co-President

Jan - Dec 2020

- Spearheaded first Diversity in Tech Career Fair with 8 student groups & 200+ students, facilitating 2646 matches in 3 hours, building long-term campus infrastructure for diversity

Duke Student Government Director of Technology & Innovation

May - Dec 2020

- Piloted automated matching algorithm for mentorship pairings for 2,200+ students
- Consulting for Student Affairs and extending to the Alumni Association

Duke Cube Entrepreneurial Group Vice President

Jan - Dec 2020

- Doubled recruitment numbers; improved exec organization through restructuring
- Crafted long-term plan to provide members with both entrepreneurial & social resources

SKILLS

Foreign Languages • Chinese Mandarin, French

Computer Languages • Proficient - Python, Java; Familiar - PHP, Objective C, C++, SQL, R

Hobbies • Flying Drones through Nature, Exploring New Countries, Hosting Dinner Parties