

# Frank Chen

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## EXPERIENCE

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### • Twitter

*Senior Product Manager*

San Jose, CA

*Aug 2022 - Present*

- **Personalization:** Lead adoption of geo, user, & content signals to improve new user onboarding experience with XFN product, engineering, & data science in company-wide initiative, leading to a combined +0.8M DAU
- **Graph ML:** Improve developer productivity on TwHIN (Twitter Heterogenous Information Network) embeddings for home timeline/notifications/ads candidate generation & ranking, to a combined +0.3M DAU & +3% revenue
- **User signals strategy:** Define roadmap for 0-1 team at Twitter focused on user signals, including user similarity, user embeddings, and user features for downstream applications such as health & lookalike expansion
- **Geo modeling:** Produce high quality location signals to enable downstream notifications & ads targeting models to serve more diverse & locally relevant candidates, leading to +0.2M DAU & +1% revenue
- **Partnerships:** Build strategic, multi-year relationships with third-party data vendors (Precisely, Digital Element, Foursquare etc.) to strengthen geo granularity, coverage, and accuracy, leading to +1% revenue
- **Build vs. buy analysis:** Drive company-wide consensus on the multi-year build vs. buy analysis for Spaces audio transcription, with strategic cost projections, break-even estimates, and R&D risk mitigations
- **Legal & privacy clearance:** Create geo data privacy impact assessment (DPIA) to align stakeholders in product, legal, & privacy on data lineage, retention, responsible ML; accelerate review sign-offs from months to days
- **Geo strategy:** Conduct quantitative & qualitative customer interviews to identify geo accuracy & coverage as high ROI, high impact investments with 10+ ML teams in recommendations, ads targeting, and health

### • Microsoft

*Product Manager II*

Redmond, WA

*Aug 2019 - Jul 2021*

- **Connected Spaces:** Ship Connected Spaces, a category-defining retail AI business in the low-code computer vision domain, into public preview in the US and UK, in collaboration with a GTM team of eng, legal, finance, marketing
- **AI skills workflow:** Collaborate with designers, engineers, and PMs on a metrics-informed AI skills setup, config, consumption experience on scenarios to aid front-line workers during Covid-19
- **Evangelization:** Pitch & demo Connected Spaces product capabilities to 100+ retail leaders at the National Retail Federation conference in New York City

*Product Manager*

*Jul 2017 - Jul 2019*

- **Unified telemetry:** Build 0-1 scalable, reliable, and cost effective telemetry platform, & grow product adoption across hundreds of engineering and data science teams

## EDUCATION

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### • University of Washington

*Master of Science in Data Science*

Seattle, WA

*Sep. 2018 - Apr. 2020*

### • University of California, Los Angeles

*Bachelor of Science in Computer Science*

Los Angeles, CA

*Sep. 2013 - Jun. 2017*

## PRODUCTS

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- **Twitter Cortex:** Signals products that provide capabilities such as geo, user, nlp, media, knowledge graph for Twitter
- **Connected Spaces:** Retail AI SaaS product to optimize in-store operations via traffic, queue, & engagement analysis
- **End-to-end telemetry for SAP on Azure:** Telemetry platform to enable comprehensive view of business health
- **CompSci 88S:** Designed & lectured UCLA course on cybersecurity, reaching an international audience of 1400+

## SKILLS

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- **Languages:** Chinese (fluent)
- **Product Development:** Personalization, Recommendation systems, ML infrastructure, GTM, Computer vision, AI
- **Code/Tools:** Python, SQL, C++, BigQuery, Tableau, Figma