

Frank Chen

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EDUCATION

- **University of Washington** Seattle, WA
Master of Science in Data Science Sep. 2018 – Apr. 2020
- **University of California, Los Angeles** Los Angeles, CA
Bachelor of Science in Computer Science Sep. 2013 – Jun. 2017

EXPERIENCE

- **Twitter** San Jose, CA
Senior Product Manager Sep 2022 - Present
 - **Graph ML:** Lead product development for the adoption of TwHIN (Twitter Heterogenous Information Network) embeddings to increase DAU & revenue via tweets/notifications/ads candidate generation & ranking
 - **Personalization:** Evangelize Twitter Cortex capabilities such as geo, user, nlp, & media signals with XFN PM, tech lead, data science, and engineering drivers as part of the company-wide Personalization initiative
 - **User signals strategy:** Define roadmap for a new team at Twitter focused on user signals, including user similarity, user embeddings, and user features for downstream applications such as health & lookalike expansion

Product Manager II Aug 2021 - Aug 2022

 - **Geo strategy:** Conduct quant & qualitative customer interviews in order to discuss pain points, & identify high ROI, high impact collaborations with various ML teams in recommendations, ads targeting, and health
 - **DAU & revenue impact:** Drive user geo modeling to yield significant DAU & revenue growth in out-of-network candidate generation and ranking on the notifications & ads targeting products
 - **Partnerships:** Build strategic, multi-year relationships with Twitter business development and several third-party data vendors to strengthen geo data granularity, coverage, and relational capabilities
 - **Legal & privacy clearance:** Create geo data privacy impact assessment to align company XFN stakeholders in order to accelerate the review of geo data privacy for new features & experiments with responsible ML in mind
 - **Audio transcriptions:** Deliver a high-priority, Staff PM-level scoped project: build vs. buy analysis for Spaces audio transcription with multi-year cost projections, break-even analysis, and speech-to-text R&D risk mitigations
- **Microsoft** Redmond, WA
Product Manager II 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 scalable, reliable, and cost effective telemetry platform from 0 to 1, & grow product adoption across hundreds of engineering and data science teams

PRODUCTS

- **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
- **CS 88S: Safety in the Cloud:** 1-credit UCLA course on cybersecurity with international audience of 1400+

SKILLS

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