

Frank Chen

<https://kfrankc.com>

Email : frank@kfrankc.com

Mobile : +1510-565-8237

EXPERIENCE

• Twitter

San Jose, CA

Senior Product Manager

Sep 2022 - Present

- **Personalization:** Drive adoption of geo, user, & content signals to improve cold-start recommendations with XFN PM, tech lead, data science, & engineering leaders in company-wide initiative, leading to a combined +0.8M DAU
- **Graph ML:** Lead product development for TwHIN (Twitter Heterogenous Information Network) embeddings, leading to a combined +0.3M DAU & +3% revenue via tweets/notifications/ads candidate generation & ranking
- **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

Product Manager II

Aug 2021 - Aug 2022

- **Geo modeling:** Integrate user geo modeling to yield +0.2M DAU & +1% revenue in out-of-network candidate generation and ranking on the notifications & ads targeting products
- **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:** Deliver a high-priority, Staff PM-level scoped project: build vs. buy analysis for Spaces audio transcription with multi-year 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

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

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

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
- **CompSci 88S:** Designed & lectured UCLA course on cybersecurity, reaching an 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