Brian Odong

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WORK EXPERIENCE

Meta | Software Engineer
JAN 2022 - PRESENT | REMOTE

- Pioneered mobile API to seamlessly share videos at scale from 3rd party apps, unlocking $30M annual revenue for Instagram Reels.
- Architected a robust lead generation platform for strategic partners, driving data-informed decision-making and maximizing partnership value.
- Built dynamic attribution experiences for Instagram Reels, fueling business growth and shaping product strategy.
- Partnered cross-functionally to launch revenue-linking features in an affiliate creator tool.

Ever.Ag | Full Stack Developer
FEB 2021 - DEC 2021 | FRISCO, TX

- Enhanced a fulfillment module for an industry-leading SaaS app, slashing annual costs by $725K.
- Optimized real-time data infrastructure for cross-platform logistics app, ensuring reliable performance under surging demand.
- Developed and implemented internationalization best practices, standardizing the process for future market entries.
- Triaged and resolved critical performance issues affecting customers in multiple high-volume datasets, mitigating potential losses.

Texas Instruments | Application Developer
JUNE 2017 - FEB 2021 | DALLAS, TX

- Delivered a next-gen release platform, aligning user needs with business goals and reducing friction.
- Revamped a reference design selection tool in React, boosting product sales 107%.
- Championed and executed a strategic migration to a modern, single-page product lifecycle platform.
- Optimized SEO metadata for analog products on TI.com, generating an increase in customer traffic.

L3Harris | Software Engineer Intern
MAY 2016 - AUG 2016 | CAMDEN, NJ

- Streamlined access to real-time geospatial insights via high-performance, low-latency REST APIs.

CancerGene Connect | Software Engineer Intern
OCT 2015 - APR 2016 | DALLAS, TX

- Leveraged Angular to elevate a genetic counseling platform for 15,000+ new patients.

TECHNICAL SKILLS

Languages | JavaScript, TypeScript, Java, Kotlin, Swift, PHP, SQL

Technologies | GraphQL, React, Angular, Spring, Node, Android, iOS, Docker, Redux, Oracle, Postgres

EDUCATION

The University of Texas at Dallas | Bachelor of Science, Computer Science
AUG 2013 - MAY 2017 | RICHARDSON, TX