

Sarah Chen

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Skills

Product & AI Engineering: A/B Testing, Data Analysis, Optimization, Cross-platform, Agentic Coding

Technical: Python, Hack, Swift, Objective-C, iOS/Android

Experience

Staff Product Engineer, Career Sabbatical – Mountain View, CA May 2025 – Present

- Exploring agentic coding for small business automation solutions, focusing on non-technical service owners' operational efficiency needs.

Staff Product Engineer, Messaging – Menlo Park, CA Feb 2023 – May 2025

- Led infrastructure strategy across 14 teams/3 orgs. Advised quota optimization and architecture decisions. Reduced usage growth **187%**, saved **1.9 MW (\$35.8M)**, unblocked 18 projects.
- Prototyped and secured VP approval for 3 strategic initiatives across Messenger and Instagram Direct. Shaped IG Direct roadmap, and drove **235.8K Teen Daily Sessions (+0.13%)** through user-focused iteration.
- Architected IG Direct recharter identifying new market opportunities. Developed competitive flywheel strategy, and achieved **+7.85% DAU** and **+23.4% retention** through systematic testing framework.
- Built measurement framework for IG Direct Inbox Redesign across *X* million Creators. Implemented shadow query architecture with dashboards ensuring legacy/new system data integrity.

Senior Product Engineer, Instagram Insights – Menlo Park, CA July 2021 – Feb 2023

- Generated **\$140M/year** by developing and executing a 2-year advertising strategy across 3 organizations. Introduced revenue-based impact measurement. Promoted to Staff.
- Launched Ad Insights. Scaled team to launch a zero-to-one product, generating **\$25M-\$36M** in annual incremental revenue through Instagram Account Insights.
- Defended **\$84-156 million/year**. Drove and identified defensive revenue fix to enable ads insights for Instagram Reels Insights by coordinating across 4 organizations.
- Launched Ad Insights History generating **\$14.2M/yr** for Instagram and **\$8.96M/yr** for Meta Business Suite.
- Launched asynchronous loading in reach units, improving loading times by **17.1% (iOS)** and **15.3% (Android)**.

Senior Backend Engineer, Novi at Facebook – Menlo Park, CA July 2019 – July 2021

- Backend lead for financial features. Developed bank and debit card solutions to enable user deposits and withdrawals. Coordinated across compliance, privacy, and partner teams to launch core wallet functionality.
- Added rage shake flow that enabled developers access to user-reported issues. Implemented privacy-compliant data separation between Novi and Facebook, and an extensible framework for additional data collection.
- Improved client performance **3x** through cursor-based pagination development.

iOS Engineer, Facebook Stories – Menlo Park, CA July 2018 – July 2019

- Prototyped Stories and messaging features for **300 million users**. Added iOS/Android cross-platform support and A/B tested navigation and content hypotheses. Shaped user engagement roadmap. Promoted to Senior.
- Refactored Stories fetch implementation and enabled **+12.2% improvement** in iOS app startup time.
- Created Women in Engineering community, mentored peers, and managed summer interns.

iOS Engineer, Facebook New User Experiences – Menlo Park, CA July 2017 – July 2018

- 0->1 Product Development: Identified onboarding friction affecting **9.5% of users**, conceptualized "House Account" solution, and coordinated cross-functional execution from ideation to user testing. Promoted to E4.

iOS Engineer, Mobile Innovation Lab, IBM – Austin, TX June 2016 – July 2017

- Led Swift and Android SDK teams to integrate Watson AI services. Extended to Linux. Automated deployments.
- Built conversational bot using Watson NLP. Won Best Overall Poster and showcased at World of Watson.

Education

UC Berkeley – BA

May 2016