

# Sarah Chen

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## Skills

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**Product & AI Engineering:** A/B Testing, Research, Agentic Coding, Cross-platform Development, Optimization  
**Technical:** Python, Hack, Swift, Objective-C, iOS/Android

## Experience

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**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

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UC Berkeley – BA

May 2016