

# Sarah Chen

sarahchen22@gmail.com | schen22.github.io | github.com/schen22

## 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 additional 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  
• **TL for Instagram Insights:** 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