SUNANDA XI YUE GOH

sgoh4@outlook.com

EMPLOYMENT

Software Engineer　　　　　　　　**Google (YouTube)**　　　　　　　　**Aug 2022 - Present**

- Full-stack engineer contributing to **music and artists-related features on YouTube**, impacting **2B+** users, enhancing music discovery within Shorts, and driving core business metrics for music artists.
- Leads the design and implementation of high-visibility features, leveraging **Protobuf** and **gRPC** for efficient communication, optimizing serving-side logic, and enhancing YouTube's UI component libraries (internal **React**-like framework).
- Implements scalable online (**PubSub)** and offline (**Apache Beam)** data pipelines to pre-compute critical data used for serving, reducing latency by up to 90%.
- Drives product success through **A/B testing** and in-depth analysis of key business metrics, informing **data-driven** feature improvements and optimizations
- Develops **SQL dashboards** to monitor long-term system performance and product health, providing actionable insights for proactive issue resolution and strategic decision-making.
- Collaborates with PM, UX, and engineers to align on complex project and design decisions.
- Guides product scoping sessions by evaluating engineering cost drivers and assessing technical feasibility, ensuring proposed features align with strategic objectives and operational constraints.

Software Engineer Intern　　　　　　**Expedia Group**　　　　　　　**June - Aug 2021**

- Developed a user-friendly support ticket UI using **React**, **TypeScript**, and **MobX**, streamlining the support request process for ad partners.
- Implemented **Java** and **Spring Boot** REST APIs to connect the front-end interface with external services, ensuring seamless data flow and integration.

PROJECTS

AI Shopping Assistant　　　　　　　　　　　　　　　　　　　**2020**

- Developed cross-platform (Web, Telegram, Google Home) AI shopping assistant with **React**, DialogFlow, and **React Hooks**, enhancing the online shopping experience through conversational interfaces.
- Designed UX through experience prototyping & usability testing, ensuring intuitive conversational flow.

Course Enrollment Web App　　　　　　　　　　　　　　　　　**2020**

- Developed the front-end using **React** and Bootstrap, fetching data from **REST APIs**.
- Designed UI in **Adobe XD** and improved usability through heuristic evaluation.

Various UX projects　　　　　　　　　　　　　　　　　　　　**2021**

- Conducted UX studies to understand user journeys and designed user-centric products using **Figma**.

EDUCATION

University of Wisconsin-Madison (GPA 3.96/4.0)　　　　　　　　**2018 – 2022**

Bachelor of Science in Computer Science, Minor in Digital Studies