

# Win San

262-399-1483 | [wson3124@gmail.com](mailto:wson3124@gmail.com) | [wsan3.github.io](https://wsan3.github.io)

## EDUCATION

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### University of Wisconsin, Madison

*B.S. Computer Engineering, B.A. Computer Science*

Madison, WI

*Sept. 2019 – May 2023*

## EXPERIENCE

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### Software Engineer

July 2023 – Present

*Target Corporation*

*Minneapolis, MN*

- Optimized Item Search system ingestion performance by **233%**, scaling throughput from **30 TPS** to **100 TPS** through Kafka concurrency tuning and asynchronous Kotlin coroutines (Elasticsearch, Spring Boot, Kotlin, Kafka)
- Reduced API response times by **20%** and cut infrastructure costs by migrating product taxonomy application from Redis to Caffeine cache, also simplifying system architecture (Spring Boot, Java)
- Streamlined assortment planning workflow by integrating Planit with owned brand design and sourcing systems, delivering unified cross-system functionality (Postgres, Spring Boot, Java)
- Engineered merchandise hierarchy management system to replace legacy IBM Mainframe application, advancing enterprise modernization efforts (Postgres, Spring Boot, Java)
- Improved observability for Firefly, Target's data analytics platform, by implementing comprehensive Grafana monitoring and alerting, reducing incident response time by **30%** during peak season (Scala, Kubernetes).
- Expanded CI/CD platform capabilities by enhancing Vela (Target's open-source platform) with webhook event support, improved scheduled build visualization, and updated pipeline templates (Docker, Golang)
- Architected security enhancement strategy by co-authoring ADR for Vela's transition from OAuth App to GitHub App, enabling granular permissions and repository-specific access

### Software Engineer Intern

June 2022 – Aug. 2022

*Target Corporation*

*Minneapolis, MN*

- Delivered automated print queue management solution, eliminating **10+ hours weekly** of manual queue clearing across **10 distribution centers** and reducing on-call support incidents (React, Spring Boot, Kotlin)

### Web Developer and Tutor

Nov. 2021 – May 2023

*Undergraduate Learning Center*

*Madison, WI*

- Developed Tutoring-By-Request (TBR) web platform while conducting **100+ hours** of student tutoring, leveraging direct user feedback to drive feature prioritization and system enhancements for improved educational outcomes
- Increased tutoring session bookings by **15%** through strategic UI redesign that simplified navigation and appointment scheduling workflows, enhancing user experience and platform adoption (React, TypeScript)
- Led cross-functional development team of **four student developers** through Laravel backend migration, accelerating feature delivery speed and improving system reliability through comprehensive testing protocols (PHP, MySQL)

## PROJECTS

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### 21 Questions | *Firebase, React Native, Expo, TypeScript, RevenueCat*

Sept. 2023 – Present

- Launched "21 Questions - Card Games" mobile app, achieving **300,000+ installs** across iOS and Android platforms, reaching **top 100** in App Store trivia category and generating **\$200k ARR** through strategic monetization
- Increased MRR by **300%** through data-driven subscription optimization, implementing RevenueCat paywall A/B testing experiments and developing subscription modeling strategies that maximized user conversion and retention
- Built and managed global social media presence with **150,000+ followers** across platforms, driving **3 million monthly views** through strategic content marketing and community engagement