

Jiaheng Zhang

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EXPERIENCE

Facebook, Menlo Park, CA / Seattle, WA Jul. 2016 - Present

Software Engineer, *Music & Video Rights team, Groups team, Video Creator Monetization team*

- From frontend to backend, worked on scoping, designing, building, improving and refactoring user products of Rights Manager, Groups and Video Ads in Facebook;
- Worked on user growth and engagement by conducting experiments to improve feed ranking;
- Lead product development and launched several products globally such as Branded Content, Groups Scheduled Posts, Groups Members Tab, Rights Manager in Creator Studio and more;
- Mentored bootcampers, junior engineers and team members to help them quickly learn and grow in the company;
- Helped recruiting by interviewing candidates and attending recruiting events in the company, conferences and schools.

Tencent, Shenzhen, P.R. China Mar. 2014 - Present

Engineering Consultant, *Technology and Engineering Group (TEG)*

- Designed and developed large-scale, high-concurrent, parallelized web crawling system for fetching, processing and analyzing public UGC (user generated content) from various types of websites, such as app stores, forums, Weibo, Zhihu, news websites, etc.

Oben, Pasadena, CA Dec. 2015 - Mar. 2016

Research Intern

- Designed and developed AI chat robots using AIML;
- Designed and developed web crawlers to automatically fetch, process and load data (ETL model) from web pages to databases;
- Designed features, architecture and workflow for Wechat + Vizio social networking smart TV project.

Facebook, Seattle, WA Jun. 2015 - Aug. 2015

Software Engineer Intern, *Ads Payments Infra team*

- Designed and developed internal visualization tool to show organizational hierarchy and detailed information for Atlas entities;
- Implemented automatic core data migration and improved the accuracy of billing amount for Atlas Biller.

Microsoft Research Asia (MSRA), Beijing, P.R. China Jul. 2013 - Jan. 2014

Software Engineer Intern, *Innovation Engineering Group*

- Designed and developed FaceSwap, a project for swapping human faces in photos, with face detection, face alignment with/without constraints based on the latest face detection technologies from MSRA research teams;
- Improved performance and re-designed user interface (UI) and user experience (UX) in the Universal Windows Platform (UWP) App.

Xidian University, Xi'an, P.R. China Sept. 2011 - Dec. 2012

Research Assistant, *AMD – Xidian Joint Laboratory of Heterogeneous Computing*

- Analyzed serial NLM (Non-local means) algorithm and designed its parallel version to improve the algorithm and speed up the process;
- Conducted experiments to verify the improved algorithm with a good result in high speeding up rate: up to 600x in kernel and 400x overall;
- Proposed a model of task parallelization for processing a large number of images simultaneously;
- Verified the model by executing High Dynamic Range Imaging (HDRI) algorithms on heterogeneous clusters consisting of dozens of graphic workstations and computing servers.

EDUCATION

University of Southern California, Los Angeles, CA Aug. 2014 - May. 2016

Master of Science, *Computer Science*

- 8 courses including AI, NLP, Multimedia, Databases, Operation Systems, Information Retrieval;
- GPA: 3.8/4.0

Xidian University, Xi'an, P.R. China Aug. 2010 - Jun. 2014

Bachelor of Engineering, *Computer Science and Technology*

- 37 courses covering all fundamental areas of Computer Science;
- GPA: 3.7/4.0