

# Jiaheng Zhang

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## EXPERIENCE

**LISA Group, Shanghai, P.R.China** Sept. 2019 - Present

### Head of Product & Growth

- Led product management, marketing and R&D teams to develop products from 0 to 1;
- Conducted research to get market insights and find business opportunities in various countries in Southeast Asia;
- Made critical development timelines, product milestones, launch plans and growth strategies.

**Facebook, Menlo Park, CA / Seattle, WA** Jul. 2016 - May. 2019

### Software Engineer & Product Manager, Music & Video Rights team, Groups team, Video Creator Monetization team

- Led product development at all phases from scoping, designing, to implementing, improving and refactoring for Music & Video Rights, Groups and Video Ads in Facebook;
- Worked on user growth and engagement strategies by doing user research, conducting experiments and analyzing data and metrics, leading to 30% increase in meaningful connection in Groups;
- Led global launch of several products 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 - Dec. 2018

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

- Scoped, 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.

## 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