

YUEN HSI CHANG | Software Engineer with exceptional product intuition and leadership experience.

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WORK

Software Engineer, Tech Lead (Employee #1) | Charlie Finance Co. (San Francisco, CA)

Mar 2017 - Present

- Architected a chatbot API on FB Messenger by building out a template library and reliable dispatch platform for developers. API services millions of webhooks and callbacks daily, and these users make up for over 90% of Charlie's user base.
- Led first major monetizing attempt via deep integration of partner service Billshark, growing revenue per user 20x. Applied machine learning classifications on users' transactions to exclusively offer negotiation services to ones overcharged for their bills.
- Drove product and engineering decisions around the transition of 270,000 active users from Messenger to mobile app. Filled ~50,000 signups on a waitlist over 6 weeks, earning back \$500,000 in acquisition costs and beating industry averaged projections four times. Led a team of 4 (company size was 12 at the time).
- Designed and built differentiated experiences that increased brand loyalty and improved user retention. Examples include detecting and converting incoming paycheck to silly metrics (e.g. bananas), sorting users in Hogwarts houses based on recent spending habits, and rewarding debt payoff activities with interest-prorated virtual currencies. (Dialogflow NLP, ML, Swift / iOS)
- Developed a mass push tool that sends up to 300,000 msgs/min by scripting a monitoring system that dynamically adjusts throughput based on the state of celery queues and task lengths.

Platform Engineer | Rumble Entertainment (San Mateo, CA)

July 2015 - Jan 2017

- Rebuilt leaderboard API from scratch, storing data in Redis, avoiding GORM usage
- Implemented a cross-channel referral system
- Automated push notifications by scripting required steps on a Jenkins server
- Experience writing build jobs, deploying code, and scaling servers on AWS EC2
- Added various features and plugins to the customer support tool (CSS, Bootstrap, Grails)

EDUCATION

B.A. | Carleton College – Class of 2015 (Northfield, MN)

Mathematics and Computer Science Magna Cum Laude

SKILLS

- **Languages:** Python, Java, Groovy, Swift, iOS, C, Javascript, PostgreSQL, Redis
- **Frameworks:** Django, Grails, Spring, React
- **Tools:** AWS (ELB / EC2 / S3), Sketch, DialogFlow
- **Analytics:** Amplitude, Mode, Segment, Cloudwatch, Sentry, Loggly