YUAN ZHANG

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SKILLS

Languages/Tools	PHP, Python, Django, JavaScript, C++, SQL, Hadoop (Spark, Hive), React

EXPERIENCE

Facebook

Instagram Ads   Nov 2021 - Present

· Helped ensure ads remain compliant for EU privacy requirements by rolling out a **new data annotation system** across the Instagram Ads org.
· Fixed **rendering errors** by resolving the ambiguity between different ad products, surfaces, and stacks, saving the company **millions** in revenue loss.
· Safeguarded critical codepaths with exception handling and better testing guidance.
· Led a tooling workstream and mentored 4+ engineers to improve **dev efficiency**.

Site Integrity   Oct 2019 - Oct 2021

· Helped design spam detection system for **new Messenger products**: cross app messaging, end-to-end encrypted messaging, and communities messenger.
· **Implemented the reporting flow** on E2EE messages to mitigate adversial attacks affecting >100k users.
· Launched **Instagram content spam classifiers** and doubled the amount of daily spam caught.
· Led war rooms to mitigate **spam attacks** flagged by VPs and in the news that target **over 300k users**.

Facebook   Jan 2019 - Apr 2019
Software Engineering Intern   Menlo Park

· Improved Fake News classifiers' precision by 25% using **gradient boosting** and **word embedding**.

Salesforce   May 2018 - Aug 2018
Software Engineering Intern   San Francisco

· Optimized platform components in **Python** and **Java** with replication and scalability features to transport large scale data from key-value store to relational databases.
· Developed **ETL pipelines** and **UDF** to efficiently store, query and analyze data in **Hadoop (Oozie, Hive)**.

Scotiabank   Sep 2017 - Dec 2017
Data Science Intern   Toronto

· Cleaned and feature engineered millions of customer browsing data points using **R** and **Hadoop Framework (HDFS, MapReduce, Spark)** to investigate the efficiency of third party data for marketing campaigns.
· Predicted digital banking likelihood of new customers using **xgboost** and random forest with **73%** accuracy.

IBM   Jan 2017 - Apr 2017
Data Analytics Developer   Ottawa

· Built frontend data visualization using **D3.js**.
· Assessed data visualization libraries **Jinja2, Kibana, Plot.ly**, and **NVD3** built a new monitoring dashboard.

EDUCATION

University of Waterloo, Canada   Sep 2015 - Aug 2019
Honours B. Math., Joint Major in Computer Science and Statistics
Coursework: Operating Systems, Object-Oriented Programming, Algorithms, Data Structures, Statistical Learning, Forecasting, Applied Linear Models.