Youting (Andrew) Wang

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WORK EXPERIENCE

Senior Software Engineer, Meta   02/07/2022 – Current
Tech Lead: Instagram Meta AI Search and Discovery Team

- Designed, built the **IG Meta AI Discovery Content Deep Dive Product** in 2 weeks and launched into the US Market. Built the whole IG media understanding and **suggested prompts** generation production flow. Integrated the online serving and fully integrated with IG Search. Unleash the Meta AI capacity on IG to help users discover what they might be interested immediately.
- Defined the **suggested prompts** and media relevance evaluation flow and launch bar. Deeply collaborate with Gen AI Org with **Multimodal Media** understanding. Successfully onboard the first Video Understanding model into the production line in Meta.
- Designed and prototyped **Meta AI IG Search High Informational Module Results Page**, leveraging **Large Language Models (LLMs)** to rewrite user queries and enhance intent understanding, resulting in x% increase in search Search Daily Active Users (DAU), Meta AI Adoption and clicks per session.
- Partnered with the Meta AI team to design and **generate relevant prompts**, empowering users to discover and utilize Meta AI's capabilities effectively.
- Designed and implemented an approach to integrate Meta AI with Instagram first-party content and enriched the third-party data from web search to improve the search results relevance.
- Proposed, designed and prototyped Instagram media understanding projects to utilize Large Language Models (LLMs) to do the media understanding and generate suggested prompts to help users identify the Meta AI's value.

Instagram Ads Quality Team

- Built the Instagram Ads feedback interface to collect **user feedback** on ads quality, integrating this data into the **Ads System** to better reflect user interests.
- Developed a **machine learning model** to predict user preferences for specific ad categories, improving ad delivery relevance.
- Iterated on the **Ads Quality models (Report, Hide etc.)** to enhance prediction accuracy for potential ad reports or hides events.
- Collaborated with the Generative AI team to utilize generated ads labels/features on images/texts, improving model performance on specific ad segments (e.g., identifying sexual ads by understanding ad text/image).

Click to Messaging Lead Gen Ads Team

- Initialized, aligned, and collaborated with multiple cross-functional partners to enable the **Click-to-Messenger Lead Gen Ads** in European and Japan, drove **40% of revenue growth**. Designed and implemented the whole E2E product flows from ads creation, delivery, conversion to thread experience by using React, Laminar, Observer, GraphQL and Ent Framework.
- Scoped and led the teams to enable Click to Instagram Lead Gen Ads and Multi-Destination Lead Gen Ads into European and Japan, drove **50% of revenue growth** for each product.
- Owned the whole **product growth** for the team. Identified multiple key areas from enabling more countries, more placements for different products and upselling the products to potential advertisers from different entry points.
- Cared the product as my own, extremely chasing better user experience and heavily dogfooding multiple products within Meta and other competitors. Came up with projects and identified bugs that drove 1+ million revenue for the whole product group.
- Mentored junior members of my team and came up with a large variety of projects to aid in their engineering development.

Software Engineer Intern, Annaly Capital Management   01/2021 - 08/2021

- Built a **full-stack** internal web application for users to view, search and import trade records
- Designed and implemented real-time dashboard pages to visualize financial transaction using **React and Material-UI**.
- Created, updated and maintained configuration driven tables in **MySQL** to accelerate the development speed and simplify database operations.
- Developed back-end services using Flask. Integrated these services with PyXLL to visualize trades in Excel automatically and helped users to improve their working efficiency.
- Deployed services to Docker using Portainer.

EDUCATION

Northeastern University, CA, USA
Master of Science, Information Systems   09/05/2019 – 12/18/2021
3.84/4.0

University of Electronic Science and Technology of China, Chengdu, China
Bachelor of Science, Microelectronic Science and Engineering   09/08/2015 - 07/20/2019

TECHNICAL SKILLS

Programming Languages:
Java, **Python**, **JavaScript**, **SQL**, **Go**, **Shell Script**, **C++**

Databases and Cloud:
MySQL, **AWS S3**, **AWS EC2**, **AWS Lambda**, **AWS DynamoDB**, **MongoDB**

Web/Mobile Development:
Java Servlet, **Spring MVC**, **Spring Boot**, **Spring Cloud**, **Hibernate**, **Flask**, **Kafka**, **Spark**, **Node.js**, **React**, **jQuery**, **HTML & CSS**

Others:
Maven, **Docker**, **Firebase**, **Android**, **Scikit-Learn**, **TensorFlow**, **Large language model** and **PyTorch**

PROJECTS

NBA-Visual: React JS based NBA Player Stats Visualization

- Implemented a dashboard using **React, D3, Node.js and Ant Design** to visualize player stats and ratings. Developed a shot chart and a user profile view to show individual players' performance.
- Fetched player data through stats.nba.com APIs.
- Created 4 extra filters and 2 shot themes (**hexbin and scatter**) to provide more customized visualization on the shot chart.
- Developed a player search bar. Improved user experience by providing autocompletion and player suggestion functionalities.

Job+: A Personalized Job Recommendation Engine

- Designed and implemented an interactive web application for users to search and apply available job positions.
- Performed front-end web UI design and implementation using HTML/CSS/JavaScript.
- Implemented RESTful APIs using **Java servlets**, retrieved job descriptions using Github API and stored data in MySQL.
- Deployed the service to AWS EC2 and performed load test using Apache JMeter.

Hermes: A Spring and Hibernate based Online Store

- Built an online store using Spring MVC, Spring Boot and Spring Cloud with functionalities including item listing, searching, and ordering.
- Simplified and streamlined database operations with Hibernate.
- Used AWS S3, AWS Lambda and AWS Step Functions to build a fulfillment system.
- Implemented security workflow based on Spring Security in-memory authentication and JDBC authentication mechanisms.