Heather Chen

Product Engineer

- ✉ heatherchen6@gmail.com
- 📞 (240) 543-7876
- 📍 San Francisco, CA
- 🔗 heather-chen6

💼 Professional Experience

Full Stack Software Engineer, *Spoak*
Aug 2023 – Aug 2024 | Remote
- Improving **usability**, **content discovery**, **creation**, and **data quality** across the app
- Shipped a redesigned Color Palette tool and programmatic color palette inspiration pages, **boosting SEO performance and increasing color palette creation**
- Contributed to roadmaps around sharing, Vizi creation, and content discovery strategies
- Led **data integrity initiatives** and implemented **reusable vendor deduplication workflows** to clean up vendor data
  - Impact: De-duplicated **4,000 vendors and 30K products,** and prevented errors in newly-added data

ML Engineer II - Growth Product (Onboarding), *Twitter*
Jan 2021 – Nov 2022 | San Francisco
- Driving user **growth** in **account setup/discovery** for new users
- Shipped one-click bulk-follow "Suggested accounts" feature to iOS and Android, which allows users to **follow multiple similar accounts based on Simclusters and k-means clustering**
  - Impact: 2M+ follows, mutual follows, engagement, retention, and user active minutes
- **Collaborated** with front-end engineers, product managers, designers, content strategists, data scientists and researchers
- Organize and facilitate **monthly team retros**
- **Host weekly org-wide experiment review** and discussion around product shipping decisions
- Mentored 3 summer interns

ML Engineer II - ML Feature Store, *Twitter*
Sep 2018 – Jan 2021 | San Francisco
- Responsible for development and adoption of the ML Feature Store API, used by major product teams (Home Timeline, Notifications, Ads Ranking, Health) at Twitter to easily access machine learning features for training and serving ML models in production
- Built privacy-first APIs to support feature annotation for sensitive data

Data Science Intern, *Hipcamp*
May 2016 – Dec 2016 | San Francisco
- Identified key business metrics and KPIs by analyzing supply and demand trends by user cohorts using Looker
- Determined new market opportunities based on seasonality and occupancy data

📇 Profile

Experienced in full-stack development, experimentation, building products to drive user growth, and ML-driven account recommendations. Past lives in ML infrastructure and data science. Passionate about building empathetic and collaborative teams. Lifelong learner.

🎓 Education

UC Berkeley - May 2018, *Applied Mathematics B.A., Computer Science Concentration*
Minor: City and Regional Planning

🧠 Skills

A/B Testing	● ● ● ● ●
Agile & Scrum	● ● ● ● ○
Vue.js	● ● ● ● ○
Python	● ● ● ● ○
SQL	● ● ● ○ ○
Figma	● ● ● ○ ○

✨ Interests

Pottery 🔗 | **City Planning** | **Food Access** 🔗 — Volunteered with 18 Reasons to teach 6-week cooking and nutrition classes to underserved communities. Focus on cooking on a budget, smart grocery shopping, and eating well-rounded meals.

📚 Courses

Algorithms and Intractable Problems, *UC Berkeley*

Database Systems, *UC Berkeley*

Design Communications I (ARCH x486.1),
UC Berkeley Extension