Cora Lam

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EXPERIENCE

Meta (Facebook) · Software Engineer
San Francisco, CA · Mar 2019 – Apr 2022

Tools: React, GraphQL, Hack/PHP, JavaScript

<u>Bulletin.com</u> (Feb 2021—Apr 2022)

- Built, launched, and stabilized editor tools in Bulletin's article composer to enable independent creators to draft and publish long-form content on a 0 to 1 subscription-based platform
- Designed and developed a post-publish options framework allowing 4 partner teams to leverage the publishing flow and build their features on top of the framework (ie. email distribution, community settings, etc.)
- Led and developed the strategy to migrate composer's underlying rich text editing engine to improve draft reliability and enable building custom plugins
- Aligned with all stakeholders (PMs, DSs, designers, engineering partnerships) on engineering and product priorities to plan for steady feature rollouts and ensure features ship on time
- Drove the initiative to build tooling for engineering and operations teams to trace creators' changes to an article, resulting in lower oncall investigation time, reduced engineering overhead, and improved creator support

<u>Meta Connectivity</u>, formerly Internet.org (Mar 2019—Jan 2021)

- Drove international user growth by launching content localization experiments and optimizing data purchase flows, which helped mobile carriers provide affordable data packs to users in developing countries through Facebook
- Developed hypothesis and data-driven experiments by partnering with DSs and product growth marketers to iterate, run, and ship data pack upsell product changes that are localized to developing markets
- Scoped out and built data pack revenue insights for all 50+ partner carriers to provide sales transparency, allowing carriers to optimize data pack offers and pricing
- Built tooling to enable engineers and cross-functional teams to monitor carriers' changes to data pack products and to dogfood the data pack purchase flow user experience

Meta (Facebook) · Software Engineering Intern
Menlo Park, CA · Winter 2018

Tools: React, Hack/PHP, JavaScript

- Worked on the Producer Growth team focused on growing the number of posts made on the core app
- Improved MBasic FB's post composer usability on feature phones, fulfilling 36% of the team's growth goal for posts
- Integrated the flow to edit and view cover photos on MBasic FB's profile pages

Snap Inc · Software Engineering Intern
Venice, CA · Summer 2017

Tools: Python, JavaScript, App Engine, Google Cloud Datastore

- Developed a tool for all teams to search through A/B tests and schedules across different dimensions to avoid creating overlapping tests that target a similar demographic
- Extended company-wide feature release dashboard with A/B test rollout data to monitor for crashes

Toast Inc · Software Engineering Intern
Boston, MA · Fall 2016

Tools: Java, Play Framework, PostgreSQL, JUnit, Mockito

- Worked on the API and Integrations team: Developed a concurrent task scheduler that improved synchronization speed by 10x for customer orders made through Toasts' Orders API to the restaurant's kitchen display system
- Built a gift card import validation tool lowering one of the top reported support tickets

EDUCATION

University of Waterloo
Bachelor of Computer Science, Dec 2018

SKILLS

Languages: React, GraphQL, JavaScript, Hack, HTML, CSS
Tools & Frameworks: Mercurial, Git, Relay