

Charlie Liu

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PROFESSIONAL SUMMARY

Senior software engineer with 6+ years at Meta, Dropbox, and Promenade building consumer product, growth, experimentation, and platform systems. Shipped AI product launches, drove high-scale engagement and revenue impact, and improved reliability for user-facing and internal platforms.

PROFESSIONAL EXPERIENCE

Meta — Senior Software Engineer, Facebook Marketplace

Nov 2023–Present · Seattle, WA

- Led Facebook Marketplace's first generative AI launches on listing detail pages, including Product Insights and Vehicle Insights, reaching **39.4% adoption**, **51.9% 14-day retention**, and driving **197K+ incremental daily sessions**.
- Drove growth across listing details and adjacent shopping surfaces through **200+ experiments**, contributing to **300K+ incremental daily sessions** and approximately **\$7M annualized revenue impact**.
- Orchestrated an AI pipeline to enable autonomous LLM prompt iteration using Search + Judge to save **20+ hours/wk** eng time.
- Reduced stale experiment and feature-flag debt across major systems, improving maintainability and reclaiming an estimated **1+ engineering-years** of wasted effort.
- Architected and Developed an autonomous Experiment tracker dashboard to use an LLM analytics agent to save **5 hours/wk** across 80+ eng.
- Partnered closely with product, design, ranking, data science, and legal/risk teams to define hypotheses, launch AI experiences, and move ambiguous cross-functional work to production.
- Uplevelled the entire Marketplace Org of 80+ engineers with tech talks on AI for productivity, Experimentation, and Better Engineering.

Dropbox — Software Engineer, Experimentation Platform

Aug 2021–Nov 2023

- Owned core feature-flagging and rollout infrastructure handling **40M requests per second** across a large portion of Dropbox's product surface.
- Led migration of experimentation tooling from **REST to gRPC**, improving consistency and maintainability for internal services.
- Authored designs for an experiment-expiration system that reduced experiment-related **high-severity incidents by 50%**.
- Helped build a new experiment-creation workflow that reduced setup time by **30%** for internal users.

Promenade Software — Software Engineer

Feb 2019–May 2021

- Built full-stack and embedded software for connected-device and **Class II medical-device** products across frontend, backend, infrastructure, and deployment systems.
- Implemented regulated device application logic with a focus on reliability and compliance.
- Built deployment pipelines and backend integrations for over-the-air updates and data workflows using **AWS, Django, S3, DynamoDB, Docker, and Yocto**.

EDUCATION

Chapman University — B.S Computer Science

Jan 2017–Dec 2019

PROJECTS

- **Workout Tracker (Workouts)** — Full-stack workout planning and logging app with reusable templates, history, CSV import/export, and SQLite-backed persistence.
- **Whereabout** — Swift iOS app for location tracking, route visualization, and trip export/import.
- **Easy Move + Resize** — Open source collaborator on Mac OS app for enabling linux-like dragging of windows.

SKILLS

Languages: TypeScript, JavaScript, Python, Go, Hack/PHP, C++

Frontend / Mobile: React, React Native, GraphQL, Relay, Redux, Swift

Backend / Platform: gRPC, GraphQL, REST APIs, experimentation systems, feature flags, AWS, Docker, CI/CD