

# Frank Chen

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## EDUCATION

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- **University of Washington** Seattle, WA  
*Master of Science in Data Science* *Sep. 2018 – Apr. 2020*
- **University of California, Los Angeles** Los Angeles, CA  
*Bachelor of Science in Computer Science* *Sep. 2013 – Jun. 2017*

## EXPERIENCE

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- **Twitter** San Francisco, CA  
*Senior Product Manager* *Sep 2022 - Present*
  - **Graph ML**: Lead product development for the adoption and usage of TwHIN (Twitter Heterogenous Information Network) embeddings in problem areas such as tweet/notifications/ads candidate generation & ranking
  - **Personalization**: Evangelize Twitter Cortex capabilities such as geo, user, nlp, & media signals with other PM, Tech Lead, and Engineering drivers as part of the company-level Personalization initiative
  - **User signals**: Define roadmap for a new team at Twitter focused on user signals, including user similarity, user embeddings, and user features for downstream applications such as lookalike expansion & demographics modeling

*Product Manager II* *Aug 2021 - Aug 2022*

  - **Geo strategy**: Conduct customer interviews to determine most impactful collaborations with various teams in recommendations, ads targeting, and health
  - **Geo coverage**: Drive improvements in user geo coverage to yield positive DAU impact in downstream out-of-network candidate generation and ranking problems on the notifications product
  - **Geo foundations**: Build strategic relationships with Twitter business development and multiple third-party data vendors to strengthen geo data granularity, coverage, and relational capabilities
  - **Geo DPIA**: Create geo data privacy impact assessment to align company cross-functional stakeholders in accelerating the review of geo data lineage and boundaries
  - **Audio transcriptions**: Deliver high-pri build vs. buy analysis for Spaces audio transcription with multi-year cost projections, break-even analysis, and speech-to-text R&D risk mitigations
- **Microsoft** Redmond, WA  
*Product Manager II* *Aug 2019 - Jul 2021*
  - **Connected Spaces**: Ship retail AI product Connected Spaces, a category-defining business in the low-code computer vision domain, into public preview in the US and UK
  - **AI skills workflow**: Strategize on metrics-informed AI skills setup, config, consumption experience on scenarios to aid front-line workers during Covid-19
  - **Evangelization**: Pitch product to 100+ retail leaders at the National Retail Federation conference in New York City

*Product Manager* *Jul 2017 - Jul 2019*

  - **Unified telemetry**: Build scalable, reliable, and cost effective telemetry platform from 0 to 1, & grow product adoption across hundreds of engineering and data science teams

## PRODUCTS

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- **Twitter Cortex**: Signals products that provide capabilities such as geo, user, nlp, media, knowledge graph for Twitter
- **Dynamics 365 Connected Spaces**: Enterprise AI SaaS product to optimize retail in-store operations
- **End-to-end telemetry for SAP on Azure**: Telemetry platform to enable comprehensive view of business health
- **CS 88S: Safety in the Cloud**: 1-credit UCLA course on cybersecurity with international audience of 1400+

## SKILLS

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- **Languages**: Chinese (fluent)
- **Product Development**: Recommendation systems, Platform services, B2B SaaS incubation, Computer vision, AI
- **Code/Tools**: Python, R, SQL, BigQuery, Tableau, Figma