

KATHY CHERN

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WORK EXPERIENCE

Full Stack Software Engineer

Snap Inc.

Seattle, WA

July 2024–September 2025

- Drove a complex refactor in **React & Java** to enable bulk campaign details exports at a granular level, improving advertiser efficiency. Migrated from REST to **GraphQL** to reduce API calls and improved latency by 2×
- Collaborated with the reporting team to define new engagement metrics and surface them from backend systems to the campaign management UI and downloadable reports, refining visibility into campaign effectiveness
- Enabled upward filtering to allow users to aggregate and navigate from granular entities (e.g. ads) to parent campaigns, improving user experience and navigation flexibility in the campaign management UI
- Integrated support for conversion locations into the core ad campaign creation flow as part of a deprecation effort, preserving functionality and ensuring minimal user disruption
- Provided on-call support by handling escalations, triaging automation-related bugs, and promptly addressing customer-reported issues to maintain system reliability and uphold service quality and satisfaction

Senior Software Engineer

Poshmark

Redwood City, CA

September 2020–June 2024

- Led design and implementation of 8+ push notifications to support a livestream feature, boosting daily unique viewers by 50%
- Engineered a scalable notification settings system, enabling users to control updates from their followings, including those with millions of followers
- Worked on a multi-iteration project that leveraged user notifications to market liked items, resulting in 10% increased GMV
- Developed a suppression tool to enhance personalization with our batch marketing emails, reducing unsubscribe rates by 51% and drove improvements in email engagement
- Integrated with SendGrid and MoEngage through webhook APIs to seamlessly track and analyze email events
- Automated push notifications in test environments with Amazon SNS, improving testing efficiency and ensuring robust communication capabilities
- Executed growth/retention-focused communication features using **Ruby & MongoDB**, collaborating cross-functionally from gathering business requirements to conducting testing sessions, release monitoring, and impact analysis

Software Engineer

Cerner Corporation

Kansas City, MO

February 2019–September 2020

- Implemented **Java** services for maintaining user role profiles and designed **JUnit** tests to ensure seamless end-to-end flow
- Resolved a critical defect with launching applications while effectively collaborating and initiating communication across teams
- Provided client support by troubleshooting and resolving defects through a dedicated support page using **C#** and **C++**

PROJECTS

Poshmark Wrapped

Poshmark Hackathon

Redwood City, CA

October 2021

- Led a 10-person team in creating an in-house version of Spotify Wrapped, an annual compilation of user activity data
- Worked closely with data teams to import and store user stats, while designing an efficient database schema
- Produced and presented a functional prototype utilizing test data to the broader engineering team

SearchMe

Cerner's ShipIt Hackathon

Kansas City, MO

February 2020

- Collaborated with a team of 5 to create a Cerner resources search tool using **Python** and Microsoft's bot framework
- Handled data returned by various APIs and ensured proper formatting for front-end consumption
- Received Best Presentation award and runner-up for Best Integration with New Relic, a performance tracking service

EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Science, Computer Engineering

December 2018

TECHNICAL SKILLS

Languages: (*proficient*): Ruby, Python, MongoDB, HTML, CSS/SCSS (*familiar*): Java, React, Typescript, GraphQL (*novice*): C/C++, C#, SQL

Frameworks and Tools: Cucumber, Ruby on Rails, RabbitMQ, Sidekiq, RSpec, JUnit, Jest, Git, Jenkins, Scrum (Agile), AWS, GCP