

WILLIAM GAO

wg253@cornell.edu | (914) 721-3495 | www.linkedin.com/in/willgao99

WORK EXPERIENCE

Meta

New York, NY

Product Infra Technical Program Manager

Aug 2022 – Nov 2022

- Led XFN teams to deliver performant, reliable, and efficient messaging experiences to billions of users
- Owned and drove defense of P0 metrics for the rollout of end-to-end encryption on Messaging Platform
- Performed product and technical research on the rise of BeReal and presented to director level audience

Cornell Tech Policy Lab: how2green

Ithaca, NY

Team Lead, Product Manager

Jun 2021 – May 2022

- Led 6 teammates to develop a social media app with React Native, Typescript, MongoDB, and Express
- Defined data schema for modeling communities, users, posts, comments, and other features
- Conducted market research and analyzed over 80 interviews to identify target market and pain points
- Scoped out features, created basic wireframes, and built product roadmap to guide development

AguaClara Reach

Ithaca, NY

Marketing and Outreach Lead (Volunteer)

Nov 2020 – Jan 2022

- Initiated marketing and outreach strategy to bring AguaClara research programs to other universities
- Performed market research to identify barriers of entry, develop GTM strategy, and find valuable leads
- Recruited 14+ members to produce marketing materials and brainstorm methods of outreach

PROJECT EXPERIENCE

Ski-J

Ithaca, NY

Team Lead, Front-End Engineer

Nov 2021 – May 2022

- Led three-person team to build an ML-powered music dj with Spotify integration and Azure backend
- Composed PRDs for team including scope, risks, user personas, functional requirements, and timeline
- Produced wireframes in Figma, built front-end in Swift, and developed heuristic for context-switching
- Maintained strong internal documentation for meetings, codebase, product roadmap, etc. in Notion

Star Soup Games: Ghosted

Ithaca, NY

Project Lead, Programmer

Feb 2021 – May 2021

- Led team of four software engineers and three designers to develop smartphone game in C++
- Constructed road map and prioritized features in collaboration with programming lead and design lead
- Defined object-oriented architecture to guide development through the model-view-controller pattern
- Implemented data-driven character animations and procedural generation of game environments

AguaClara Cornell Project Team

Ithaca, NY

Plant Operations Smartphone Tracker Subteam Lead

Sep 2019 – May 2021

- Led team of 4 engineers to develop a React app for plant operators to upload data to the cloud
- Implemented email script in Python to summarize data and deliver weather updates with Dark Sky API
- Defined product specifications and scope for subteam projects to build roadmap and prioritize features
- Presented work at multiple symposiums and represented AguaClara at NYWEA technical conference

EDUCATION

Cornell University, College of Arts and Sciences

Ithaca, NY

B.A in Computer Science

May 2022

Relevant Coursework: Data Structures and Algorithms, Systems Programming, Machine Learning, Operating Systems, Digital Product Design, Teams and Technology, Functional Programming, Entrepreneurship

SKILLS & INTERESTS

Programming Languages & Frameworks: JavaScript, Python, SQL, C++, React.js, TailwindCSS, Java

Skills: Product Strategy, System Architecture, Algorithms Software Engineering, Presentations, Data Analysis

Hobbies: Storytelling, music production, piano, cooking, skiing, hiking, soccer, weightlifting, reading