

# CHIAO CHENG

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## -- SUMMARY --

Creative and detail-oriented software engineer with extensive experience in building highly scalable enterprise applications. Has solid design and architecture expertise, excellent communication skills, and an outstanding track record of leading projects to success. Collaborated with industry's brightest people and produced several high traffic applications used across the world.

## -- QUALIFICATIONS --

- \* 9+ years of professional software development
- \* 8+ years of data modeling and development with relational databases
- \* 6+ years of industry Java / J2EE development
- \* 6+ years experience with application servers
- \* 5+ years of working with highly scalable and robust applications
- \* 7+ years of working with unix / linux environments

## -- TECHNICAL SKILLS --

**Java:** J2EE, Servlets, JSP, Spring, Spring MVC, EJB, JMS, Hibernate, SiteMesh, Struts 2, Velocity, FreeMarker  
**Servers / OS:** Tomcat, JBoss, Weblogic, Tibco, Apache / Linux, Unix  
**Build / Source control:** Maven, Ant / Git, Subversion, CVS  
**Other:** Javascript, HTML, PHP, XML, XSL, XSLT, SOAP (axis), REST (jax-rs)  
**Databases / Grids:** Oracle, MySQL, Sybase, SQLserver / Coherence

## -- EXPERIENCE --

### **Shopzilla (Bizrate)**

Senior Software Engineer [Los Angeles, CA]

(January 2008 – Present)

Search engine marketing (SEM) engineering team builds applications to acquire traffic and manage over 600 million online ads across the three 1<sup>st</sup> tier search engines: Yahoo, Google, MSN. Building J2EE applications on service oriented (REST) architecture and utilizing many leading edge technologies such as Spring, Hibernate, Git and in memory grid technology, Coherence. Guiding and leading many architectural decisions to improve system effectiveness and reduce long term engineering overhead. Drove the design of the new merchant services data model to support revenue sharing for all partners including Amazon and Walmart.

- \* Increased SEM effectiveness by reducing data processing time from a week to a couple of hours.
- \* Built in memory partition cache used by shopzilla.com to serve general user traffic.

### **Yahoo!**

Technical Yahoo [Burbank, CA]

Yahoo! Publisher engineering, (July 2007 – December 2007)

Worked on publisher portion of Apex, the next generation ad network platform. In charge of designing the data model and ensuring that it can handle long term requirements in a planned roll out over four years. Design tasks include defining the application and data architecture to handle horizontal scaling over several Yahoo! data centers. Additional responsibilities include meeting with product and engineering teams to ensure that they account for and meet all requirements as well as solving integration challenges between Right Media and Yahoo!. Built initial stages of Apex UI in Struts 2.

Submission Review engineering, (May 2005 – July 2007)

Built an online text ad processing system for Panama, the next generation advertiser application. Responsible for building applications to review and score online text ads submitted from around the world. Programming work includes developing several applications such as dataset manager, persistent cache server, Submission Review console and the automated review application. Created many of the core libraries shared across the applications and set up integration with Yahoo! deployment technology. Some technologies and concepts used were web services (AXIS), EJB, Hibernate, Spring, Tomcat, JBoss, Oracle, Swing, threading for boot-strapping and batch processing. Coordinated the database build process and trained the team on the build system. Other duties involve release management such as CVS branching and creation of deployment packages.

- \* Successfully built and launched persistent check server ahead of schedule for pre-Panama testing.
- \* Successfully built and launched ad processing system for Yahoo's next generation advertiser platform.
- \* Performed technical evaluation and selection of JMS based on performance and scalability requirements.
- \* Took ownership of the dataset management application and re-designed it in time for the Panama international launch.
- \* Profiled and improved the performance of the manual review application by a factor of 10.

### **Health Information Technology Systems, UCLA**

Senior Developer [Los Angeles, CA]

(November 2001 – April 2005)

Developed Oracle backed J2EE clinical applications to improve physician efficiency and patient care at UCLA hospitals. Work involved designing and building systems around industry standards such as MVC, Filters and XML-based communication using three-tier architecture. Duties included building business logic tier in Java Beans and Servlets with SOAP and REST on Tomcat application server. Programmed front end user interfaces with JSP, HTML, XSL, CSS. Managed and created software deployment methodologies and version releases for several projects. Other responsibilities included creating department-wide standards and performing code reviews to ensure adherence to best practices. Met with clients to discuss solutions, draft requirements and define business logic.

- \* Built single login authentication system.
- \* Redesigned legacy physician information portal. Improvements include enforcing standards, creating modular libraries and adding features to support physician patient relationships.
- \* Implemented census and bed tracking system.

### **ArsDigita**

Senior Developer [Pasadena, CA]

(July 2000 – November 2001)

Provided custom application development services based on open-source CMS platform, ACS. Major responsibility was design and development of Java and TCL based investment system for GivingCapital, Inc. Programming tasks included enhancing CMS platform and implementing customer specific requirements. Other duties include interacting with clients to analyze problems, refine requirements and implement solutions. Project required extensive data modeling and PL/SQL work with Oracle. Also performed source control and release management duties for the team.

- \* Successfully launched GivingCapital's investment system, generating over \$100,000,000 in investments.
- \* Presented seminars on web application development including the use of concurrent version system (CVS) as a source control and deployment management tool.
- \* Implemented a secure investment and credit card processing interface to an accounting mainframe.

### **-- EDUCATION --**

University of California, Los Angeles

Bachelor's Degree in Computer Science and Engineering, June 2000