JULIA KAHN
SOFTWARE ENGINEER

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PROFESSIONAL EXPERIENCE

Content Designer, **Instagram** (**Meta**)   Jan 2022 - Apr 2023
- Directed 300+ designers and engineers as Content Engineering Lead in developing codebase organizational tools, training 70 designers on how to code string changes, and onboarded 100+ designers to content engineering software.
- Drove product content design as Instagram's incentives content expert through cross-functional collaboration for 9 launches in 5 months to incentivize Reels production, increasing it by 3.2% (goal 2.5%).
- Piloted the redesign of Instagram's Bonuses platform to launch to 100% of users, unblocked 4 pricing efficiency tests, and scaled incentives framework across Instagram to allow 3 other teams to launch unique content creation incentives.
- Spearheaded India internationalization of Bonuses platform, achieving 70% onboarding rate and 65% participation rate.

Content Designer, **Facebook** (**Meta**)   Aug 2020 - Dec 2021
- Pioneered content design for 0-1 Bonuses platform and 3 program launches to incentivize Reels production, confirming product market fit with 12% onboarding rate, increasing Reels production by 232%, and Reels watch times by 1%.
- Led content design for video ads adoption incentives, achieving 52% onboarding rate and 11% production increase.
- Crafted UI copy for ad formats (+9% conversions) and Ads Manager campaign tools ($1.9M revenue).

Content Strategy Intern, Meta   May 2019 - Aug 2019
- Standardized display names for 24K node taxonomy, which were launched and adapted by all Facebook products.
- Authored Meta's Taxonomy Content and Style Guidelines to scale content quality across the Content Design organization.
- Wrote UI copy for Facebook Discover and planned scripts for 2 user research studies.

Editorial Strategy Co-op, **HubSpot**   Jan 2019 - May 2019
- Defined editorial strategy for marketing and sales campaigns by writing podcast and video scripts, planning social media posts, and designing landing pages.
- Authored 6 articles for HubSpot's blog, including the most-read sales pieces that quarter.

EDUCATION

Web Development | App Academy, Nov 2023 | *4-month long full-time, full-stack web development intensive bootcamp*
B.A. with Distinction, Spanish | **Yale University** Class of 2020, Magna cum laude, GPA 3.91, ACT 35

TECHNICAL PROJECTS

NYT Noshing | *Pixel-perfect replica of the NYT Cooking website, using: **Rails, React, PostgreSQL, AWS S3***   Live site | GitHub
- Developed database schema, validations, associations, callbacks, and API routes using Rails, ActiveRecord, and JBuilder, minimizing backend calls to improve performance and maintain data integrity in PostgreSQL database.
- Built frontend architecture using both Redux's single-state framework to trace state changes and asynchronously fetch and update data, as well as React components to craft a dynamic and efficient user interface.
- Implemented user authentication with BCrypt and React Auth Routes to restrict access to features.

AmateurHour | *Skill marketplace to connect providers with clients, using: **Express, React, MongoDB, AWS S3***   Live site | GitHub
- Led frontend implementation using React, Redux, and Figma to develop information architecture and dynamic, complex features, modules, and dashboards.
- Managed 3 software engineers as Product Lead using Figma and GitHub to align tasks, timeline, and scope, structure data schemas, review code, and work simultaneously in a shared codebase without merge conflicts.

SKILLS

PROGRAMMING LANGUAGES: JavaScript, TypeScript, Ruby, HTML, CSS, Sass, SQL
FRAMEWORKS & LIBRARIES: React, Rails, Express, Redux, Node.js, AJAX, Axios, Jest
TOOLS & SOFTWARE: MongoDB, PostgreSQL, Git, Webpack, GitHub, AWS, Figma
OTHER SKILLS: Product management, user experience design (UX)