

Joe Mercer

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- Fearless** Persistent problem-solver eager to approach complex questions in new and creative ways
 - Nimble** Energetic learner keen to experiment and quick to adapt in ever-changing technical environments
 - Passionate** Compelling data scientist with professional experience in product design and software engineering
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Education **Candidate for Bachelor of Mathematics, University of Waterloo**

September, 2011 - Present | Waterloo, ON

- First in Class Engineering Scholarship, 2011, 2012 (while in Management Engineering)
 - International Experience Award, 2014 (while **studying abroad in Hong Kong**)
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Experience **Data Scientist, Facebook**

September, 2015 - December, 2015 | Menlo Park, CA

- Analyzed churn data and used insights to guide product on the **Instagram Growth** team
- Conducted deep dives into the connections holdout, contact importing process, and reciprocal follow graph
- Improved the contact matching pipeline, leading to a 100% increase in the number of follows resulting from contact importer
- Optimized the process of targeting megaphones (and wrote a **work term report** about it)

Program Manager, Microsoft

January, 2015 - April, 2015 | Redmond, WA

- Owned the Top Accounts experience for Activity Feed on the **Xbox Live** team
- Extensively cross-collaborated with other teams to shepherd in new features for the Activity Feed: Youtube videos, web links, and custom images
- Designed and tested a new interface for “high frequency” Activity Feed users
- Helped align the Xbox Live Social Services team behind a single metric, used for tracking high-level improvement over time

Software Engineer, Noom

April, 2014 - September, 2014 | New York, NY

- Worked with the **Android** team to prototype a new UX for Noom’s weight loss coach, and ran user tests to validate core assumptions
- Helped implement this vision, in particular by designing and building data visualizations used in the core feedback loop
- Improved the financial dashboards by making them more transparent and resilient

Software Engineer, Tagged

September, 2013 - December, 2013 | San Francisco, CA

- Helped the **Web** team build a realtime Chat feature (using Ember) and personalized Newsfeed feature (using Angular)
- Maintained 95% testing coverage for all shipped code

Experience

Software Engineer, **Bazaarvoice**

January, 2013 - May, 2013 | Austin, TX

- Helped the **Web** team build a customizable ratings and reviews widget used on thousands of e-commerce websites
- Refactored the frontend to meet W3C accessibility standards (using Backbone + jQuery)

Undergraduate Research Assistant, **University of Waterloo**

September, 2012 - January, 2013 | Waterloo, ON

- Conducted research in the implementation and evaluation of recommendation systems (and wrote a **blog post** about it)

Projects

BlackBox ([Demo](#) | [Blog](#))

- Life-logging platform

Tether ([Github](#) | [Blog](#))

- Messaging app with a twist (built with React and Flux)

Team Selection ([Blog](#))

- Matching system for UWaterloo housing (4th year design project idea)

Btn ([Demo](#) | [Github](#))

- Social network built around voting (using Meteor)

Static-Seed ([Github](#))

- Open sourced boilerplate for setting up a static website (used to build [my website](#))

Waitless ([Demo](#) | [Github](#))

- Prototype for an online coffee ordering system (2014 Facebook Hackathon)

Golden ([Demo](#) | [Github](#))

- Fully documented open sourced CSS framework based on the Golden ratio

Living

Slurped **ramen** in Tokyo. Sipped **wine** in Napa. **Read** everything ever written by James Clavell. Danced with MØ at **Coachella '15**. Protested for democracy with the **#UmbrellaRevolution**. Learned to play the **ukulele**. Ran a **half-marathon**. Played some **basketball**. Geeked out to Nate Silver at **SXSW '13**. Backpacked from Paris to Athens.

Thanks for reading my résumé! If you want to get in touch
email jomrcr@gmail.com or call 908.989.0807.