

Farzad Daei

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EXPERIENCE

Meta

09/2024 - Present

Software Engineer

Menlo Park, CA

Technologies: Hack/PHP, Python, SQL, Distributed Systems, Experimentation Frameworks

- Expanded Instagram's authentication and infrastructure in cross-functional partnership to support new flows, driving XXXM DAU and XXXM MAU while reducing failed login attempts by 35% through service and authentication pipeline enhancements.
- Led a multi-quarter migration of Instagram's notification backend platform, redesigning critical service workflows and data pipelines to improve scalability, reliability, and observability while reducing infrastructure capacity costs by \$100K+/year.
- Redesigned and launched personalized Instagram email notification systems using experimentation frameworks and backend personalization logic, contributing +XXXK global MAU and +XXXK US MAU while reducing unsubscribe rates.
- Revamped Instagram's unsubscribe and notification-preference workflows using backend service refactors and user-state management improvements, decreasing unsubscribe volume by 11.2% and aligning the platform with industry standards.

Microsoft

04/2021 - 09/2024

Senior Software Engineer

Vancouver, BC

Technologies: C#, ASP .NET, Azure Web Services, Python, Distributed Systems, AI/ML Integration

- Spearheaded the architecture and implementation of core backend services and AI-powered features for Microsoft Planner within the Office 365 ecosystem using C#, ASP.NET, Azure services, and distributed system design principles.
- Designed and implemented a scalable multi-agent orchestration framework in Python to power AI-assisted workflows using grounded ML models, improving extensibility and feature iteration velocity for emerging AI capabilities.
- Led Agile scrum execution for a team of 6 engineers, driving technical planning, architectural reviews, sprint execution, and mentorship while improving engineering collaboration and delivery efficiency.
- Partnered cross-functionally with product managers, designers, and partner engineering teams to define technical requirements, scope large-scale initiatives, and deliver scalable platform capabilities across Office 365 services.
- Improved engineering execution through technical design reviews, estimation frameworks, and process refinement initiatives that increased delivery predictability and reduced implementation ambiguity.

Electronic Arts (EA)

09/2018 - 04/2021

Software Engineer II

Burnaby, BC

Technologies: Javascript, Typescript, Node.js, GraphQL, Postgres

- Designed and implemented core backend services and platform architecture for EA App, EA's next-generation digital distribution and community platform, guiding the system from initial architecture through production deployment.
- Led development of foundational platform capabilities including authentication systems, store listing services, and public-facing APIs using Node.js, GraphQL, and PostgreSQL.
- Defined technical architecture, developer tooling, release workflows, and CI/CD deployment pipelines, improving developer productivity and enabling streamlined production releases.
- Collaborated within a 20-person cross-functional Agile organization spanning engineering, product, and design to deliver scalable consumer-facing platform features at enterprise scale.

TTT Studios

06/2016 - 09/2018

Full-Stack Software Engineer

Vancouver, BC

Technologies: Java, C#, PHP, Kotlin, Spring, .NET Core, React, Angular, MongoDB, MySQL

- Led engineering initiatives to modernize and optimize enterprise applications in the financial and healthcare industries, improving system performance, maintainability, and scalability across full-stack client platforms.
- Architected reusable microservice-based backend systems capable of supporting millions of concurrent users and large-scale data processing workloads using distributed systems and cloud-native design principles.
- Designed and implemented a reusable application templating framework that standardized recurring client implementations, accelerating delivery timelines while improving engineering consistency and reliability.
- Worked directly with enterprise clients to gather technical requirements, define scalable solution architectures, and translate business needs into production-ready software systems, contributing to repeat business and client referrals.

EDUCATION

B.A Computer Science

Vancouver, BC

University of British Columbia