Yuwei **Liang**

949.529.7109 | fredlyw@gmail.com | linkedin.com/in/yuweiliang | Los Angeles, CA

Summary

Software engineer with **10+ years** shipping production e-commerce and marketplace systems at scale. Deep experience in **backend services, distributed systems, payments, billing, and full-stack web**; day-to-day user of AI-native development workflows (agentic coding, LLM tooling). Currently engineering marketplace billing at **Cart.com**.

Experience

Cart.com — ShopHouzz Marketplace

Feb 2026 – Present

Software Engineer, Billing & Accounting — *Remote*

- **Vendor Payouts:** Single-handedly designed, built, and shipped the ShopHouzz vendor payout system end-to-end in a matter of weeks, processing **millions of dollars** in vendor disbursements shortly after launch.
- **Returns:** Leading design and implementation of the ShopHouzz return system covering refund flows, financial reconciliation, and vendor-side workflows.
- **Vendor Banking:** Designed the ShopHouzz vendor banking service (AWS Lambda + DynamoDB + Plaid) for onboarding and ACH flows; live in dev as of Apr 2026.
- **Vendor Integration Reliability:** Lead responder for the SPS Commerce EDI pipeline processing **1,000+** files daily across **200+** vendors — diagnosing data, mapping, and reliability issues to keep partner integrations running.
- **Test Automation:** Built the team's E2E automation program from zero — Playwright UI suite plus pytest API and SFTP coverage on sharded GitHub Actions CI with Slack-routed alerts — establishing the deployment-confidence bar across vendor-portal and billing services.
- **Observability & On-Call:** Built **pricing** and **846 EDI** monitoring dashboards (Terraform-provisioned, Datadog) for billing and vendor-integration services running on Docker; carries on-call rotation for these surfaces.

Houzz, Inc. — Marketplace

2018 – Feb 2026

Full Stack Software Engineer — *Los Angeles, CA*

- **Checkout & Payments:** Re-architected order-creation workflow, cutting API response time by **90%**. Integrated Apple Pay Express Checkout for mobile web, contributing to a **20%+ GMV lift** on that checkout surface.
- **Billing & Accounting:** Built TIN/EIN tax-compliance system integrated with NetSuite, helping **3,000+** partners avoid IRS penalties. Recovered tens of thousands in overpaid sales tax via a comprehensive Avalara API integration.
- **Payment Terms:** Led multi-term payment system that reduced engineering involvement in net-term setup by **80%**; shipped a 2% quick-pay incentive generating meaningful contribution margin.
- **Product Ads:** Diagnosed and fixed a critical Google Ads conversion-tracking bug, improving ROI measurement accuracy by **35%** and unblocking data-driven campaign optimization.
- **Supplier BI:** Led engineering of supplier-insight reporting platform serving **1,000+** active vendors with sales, inventory, and ads analytics.
- Recognized in performance reviews as the go-to domain expert for marketplace accounting; mentored junior engineers across teams.

Zobrist Consulting Group 2015 – 2018

Software Developer *Los Angeles, CA*

- Led development of *Mobilecom*, a SaaS mobile-first storefront for IBM WebSphere Commerce; client deployments saw mobile conversion-rate improvements of ~**25%**.
- Optimized React/Redux app performance, reducing load time by **35%** and improving customer engagement metrics across client sites.

Projects

Loopii Mar 2026 – Present

Festival companion app — Coachella 2026

- **Solo-Built & Shipped:** Designed, built, and shipped **Loopii** — a React Native (Expo) iOS app — solo from zero to TestFlight in **~6 weeks**, used by a private squad on the ground at Coachella 2026 W2.
- **Realtime & Offline:** Engineered live-map location sync (Mapbox + Firestore) and group chat with persistent offline cache; designed a Bluetooth-mesh fallback (react-native-ble-plx + custom CBPeripheralManager native module) for when cell signal drops at the venue.
- **Server-Side Push:** Built the push pipeline on Firebase Cloud Functions (Node.js 20) → Expo Push API → APNs, including a scheduled job that pings each user 30 minutes before their picked artist's set time.
- **Claude-Driven UX:** Drove the entire UX system — screens, navigation, day/night theming with 4 colorways, component composition — with Claude as the design partner, iterating on AI-generated design previews before translating to React Native.
- **AI & Release Engineering:** Integrated a Claude-powered in-app FAQ assistant and artist-recommendations engine; automated TestFlight delivery with Fastlane (auto-version bump, build, upload, GitHub release) behind a one-command deploy.

Technical Skills

Languages: Java, Python, JavaScript/TypeScript, PHP, SQL

Backend: REST/GraphQL APIs, microservices, distributed systems, event-driven architectures, query optimization, Node.js

Frontend & Mobile: React, Redux, React Native (Expo), HTML5, CSS3, responsive web

Data & Storage: MySQL, Postgres, Snowflake, Redis, DynamoDB, Elasticsearch, Solr, data pipelines

Cloud & DevOps: AWS (Lambda, DynamoDB, S3, API Gateway), Firebase (Firestore, Cloud Functions, Auth), Kubernetes, Docker, Terraform, CI/CD, Git

Observability: Datadog, Grafana, time-series dashboards, on-call rotation

Integrations: NetSuite, Avalara/AvaTax, Stripe, Plaid, Apple Pay, Google Ads

AI & Developer Tooling: Claude Code, agentic development workflows, LLM-assisted code review, MCP servers

Education

M.S., Software Engineering University of California, Irvine 2015

B.S., Information Security Beijing University of Posts and Telecommunications 2013

v1.0.8 · Updated 2026-05-28