

FUE ROBERT HER

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EXPERIENCE

Software Engineer

Sept 2022 - Aug 2026

Atlassian

San Francisco, CA

- Led a machine-learning personalization program on high-traffic acquisition pages, designing, building, and analyzing 8 end-to-end contextual-bandit experiments; shipped treatments at +11.3% and +33.2% conversion lift accounting for roughly 60% of the program's total attributed annual revenue impact.
- Designed and built the personalization platform independently, including recommendation-service integration, reusable React components, and headless-CMS content models, then generalized it across 3 product lines, scaling 18 hand-built variants into 1,632 targeted permutations.
- Led a cross-functional campaign-analytics initiative spanning 8 repositories and 5+ web domains, delivering 1 week ahead of schedule while directing a junior engineer and closing marketing attribution gaps across 17 lead-capture forms.
- Cut experiment QA from 60 to 15 minutes by re-architecting a serial validation pipeline for concurrency, and reduced content-ingest workflows from over a day to about 2 hours by extending an internal AI agent platform.
- Removed 15,000+ stale pages from a legacy CMS and migrated 100+ pages to a headless CMS, cutting incident downtime from 3.4 to 2.3 hours and increasing search-crawl volume by 13,500+ pages.
- Served as subject-matter expert: mentored engineers and interns, leading to their promotions within a year, and authored on-call and rollback runbooks improving mitigation time by 50%.

Software Engineer II

Nov 2021 - Jul 2022

Remesh

Remote

- Developed and maintained the full-stack of new and existing product/features with Django, React, and the ML pipeline in Golang. The release of the feature expanded the company's product-market fit and exceeded the quarterly goals within the first month of release.
- Improved media features on the platform to enable cropping on images and captions on videos, further improving accessibility for users.
- Documented and trained other engineers in the process of translating the platform into 28+ foreign languages, facilitating the engineering culture of sharing information and increasing the company's market demographics.

Software Engineer I

Oct 2020 - Nov 2021

Remesh

Remote

- Collaborated with stakeholders in designing and developing features to promote engagement and retention within the platform and implemented processes to make the platform CCPA and GDPR compliant.
- Initialized the process to make the platform web accessible using proper HTML semantic elements, reaching WCAG level A and AA compliance.
- Created developer tooling to accelerate software development and testing. Tooling reduced repetitive tasks to one click, significantly increasing efficiency and productivity across the whole engineering department.

SKILLS

Languages: TypeScript/JavaScript (ES6), Python, SQL, Go, Ruby, HTML5, CSS3

Frameworks/Libraries: React, Next.js, Astro, Node.js, Django, Rails, Tailwind CSS, Redux, Zustand, Vitest, Jest, PyTest

Tools/Databases/Platforms: Git, GitHub Actions, Docker, Bun, Vite, AWS, GCP, Vercel, Linux, PostgreSQL, Redis, SQLite/Turso, IndexedDB, Contentful, Jira

AI/ML: Contextual bandits, recommendation-system integration, embedding-based content mapping, LLM agent workflows and agentic coding (Claude Code), AI developer-tooling evaluation

Practices: Experimentation and A/B testing (design, statistical post-analysis), web accessibility (WCAG A/AA), internationalization, SEO, REST APIs, WebSockets, CI/CD, Agile/Kanban

PROJECTS

theherfamily.com | *Astro.js, Tailwind CSS, Astro DB (SQLite/Turso), Cloudinary, Vercel*

[Live](#) | [GitHub](#)

- Built a full-stack, server-rendered memorial hub with multi-memorial routing, an image carousel with lightbox, and a custom video player.
- Designed a SQLite/Turso backend with a secure admin panel supporting inline content editing, CDN-backed drag-and-drop gallery uploads, and moderated comment submission.
- Delivered a fully responsive, mobile-first experience with keyboard- and touch-navigable carousel and lightbox interactions, using static-first rendering for fast page loads.

Nya | *Next.js, React, TypeScript, Bun, Plaid API, Upstash Redis, Vercel*

[Live](#) | [GitHub](#)

- Built a mobile-first finance PWA aggregating balances, transactions, and holdings across banks, brokerages, and credit cards through a single account-linking API.
- Implemented category budgets with severity thresholds, automated recurring-bill detection from transaction history, and a daily net-worth engine combining live snapshots with estimated backfill for gapless charts.
- Secured end-to-end with AES-256-GCM encrypted access tokens, signed session-cookie auth, and IP-based login rate limiting; cached reads in Redis to keep the dashboard responsive offline.

Cast Guidance | *React 19, TypeScript, Vite, Zustand, Dexie/IndexedDB, Tailwind CSS, Vitest*

[Live](#) | [GitHub](#)

- Built an offline-first tabletop character builder as an installable PWA, with a pure derivation engine that recomputes proficiencies, AC, HP, initiative, attacks, and spell slots on every read while supporting per-field manual overrides.
- Architected local persistence on IndexedDB behind repository interfaces storing only user choices and play state, and gated every push through CI running lint, strict type-checking, and unit and integration tests.
- Added live session tracking for health, conditions, and consumable resources, a dice-expression parser and roller, full-text search across the ruleset, and user-authored content import with a schema-compatible in-app builder.

TabbyNotes | *TypeScript, React, WXT, Tailwind CSS, CodeMirror, Bun*

[Live](#) | [GitHub](#)

- Built and published a tabbed Markdown notebook extension for Chrome and Firefox with a live preview editor built on CodeMirror 6 and React 19.
- Designed a privacy-first architecture requesting zero browser permissions and making zero network requests, storing notes as portable Markdown with import/export support.
- Shipped keyboard tab navigation, drag reordering, switchable horizontal and vertical tab layouts, and light/dark themes, backed by a Bun and Vitest toolchain with strict type-checking and automated tests.

EDUCATION

Software Engineering Immersive Bootcamp

App Academy

2019

San Francisco, CA

B.S. Biology - Ecology and Evolution

University of California, Merced

2013

Merced, CA