

# Adrian Goh Jun Wei

Co-founder of Series A startup

Single-handedly scaled web app to >400,000 monthly users

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## OPEN SOURCE / COMMUNITY

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- Featured speaker at Red Dot Ruby Conference 2024 on "1 Engineer, 300 Thousand Users" ([more](#))
- Speaker at multiple RubySG meetups: Scenic Gem ([more](#)), Building Scrapers in Ruby ([more](#)), Using Searchkick ([more](#))
- RubySG co-organizer since 2021

## EXPERIENCE

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### Co-Founder (Product & Engineering)

NodeFlair • Series A HR-Tech backed by Iterative VC, 500 Global, Quest VC, many notable CTOs

Singapore

Jul 2018 - Jul 2024

### Build

- Web application with **Ruby on Rails** and **React** and scaled it to over **400,000 monthly users**
- Full-text search, aggregations and term-based similarity search with **Elasticsearch**
- Salary database aggregated from **~6 million data points**, achieving **query response times of ~20ms**
- Queue systems with **Solid Queue** (from **Sidekiq, Redis, Cron**) to process hundreds of thousands of daily jobs
- Automated web scrapers to crawl >20 sites with **Selenium WebDriver** and calling HTTP requests
- AI Resume Builder and various job search tools with **LLMs** like OpenAI's GPT-4o and Google's Gemini Pro

### Optimization (Cost & Latency)

Maintained infrastructure costs under \$500 per month

- **Reduced PostgreSQL infrastructure cost by 47%** by migrating from Amazon RDS to Crunchy Bridge ([more](#))
- **Reduced concurrent database queries by 3x** by refactoring to use fewer and faster queries ([more](#))
- **Reduced database load by 72%** with indexing, caching frequent queries, and minimizing view refresh frequency ([more](#))
- Reduced latency of users' requests from **480ms to 180ms** by removing blocking 3rd-party Geolocation API calls ([more](#))
- Implemented Jemalloc and **reduced application memory usage by 22%** ([more](#))
- **Reduced requests to servers by 25%** by implementing **Cloudflare WAF** (Web Application Firewall) and Bot Mode ([more](#))
- Reduced server and egress costs by **caching 95% of requests** with a **CDN** ([more](#))
- Improved **CI** to be **3x faster** and **6x cheaper** with **Rspec** test parallelization and migrating to third-party runners ([more](#))
- Refactored Resume Checker matching algorithm **improving speed by 98% (1550ms to 25ms)**

### Management

- Hired and managed a remote team of 1 Product Manager, 1 Product Designer and 2 Growth Marketers
- Mentored a total of 16 Software Engineering Interns by conducting code reviews and sharing best practices

### Others

- Integrated Webflow CMS using reverse proxy
- Wrote **Docker** script to streamline production deployment
- Setup **APM** and **Observability** tools like **PgHero, Rails Performance gem** and **Grafana**
- Implemented **A/B testing** tools to enhance learning speed with multiple simultaneous experiments
- Implemented **internationalization (i18n)** for the Indonesia and Vietnam markets to increase user engagement
- Integrated real-time error logging and tracking service **Rollbar**
- Integrated product analytic tools like **Google Analytics, Hotjar, Amplitude, Microsoft Clarity** and **Metabase**

**Product Management Intern (Mobile App V2)**

Singapore

ShopBack • *Series F e-commerce rewards and cashback platform in 12 markets*

2018

- Conducted over 20 user tests to understand and enhance app usability
- Led company-wide dogfooding initiatives for the app's V2
- Revamped in-house analytical tools to enhance marketing team's insights on app actions (views, clicks, scrolls etc.)
- Analyzed e-commerce market verticals to identify product opportunities

**EDUCATION**

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**Bachelor's Degree Computer Science with Minor in Business**

Singapore

Nanyang Technological University (NTU)

2017 - 2022

- Awarded Nanyang Scholarship - Via Early Admission program for being one of the top college students
- Dean's List (FY17/18)