Rich Parrish

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Sample Projects & Portfolio: richparrish.dev

SUMMARY

Software Engineer and Engineering Manager with 10+ years of experience across Meta, Google, and Bay Area startups, focused on combining engineering leadership with autonomous agents to accelerate product development. Proven track record shipping data-informed features to hundreds of millions of users, growing high-performing teams, and operating in high-ambiguity greenfield environments. Eager to shape the next generation of hybrid engineer + agent teams to rapidly build and expand in novel and emerging software spaces.

EXPERIENCE

Founding Engineer | **Proxi Studio**, New York, NY 2025 – 2026

- As sole founding engineer, took Proxi Studio from concept to production across a React/Node/MongoDB stack, owning every technical decision through the company's pivot from a consumer mobile app to an enterprise B2B platform.
- Built "Moderator," an LLM-driven pipeline that scores and ranks interview responses across four weighted quality dimensions and extracts narrative story themes to drive automated AI script generation.
- Implemented semantic retrieval over interview data using MongoDB Atlas vector search with pre-computed embeddings, feeding high-relevance context into agent-generated scripts.

Staff Software Engineer (Meta AI) | **Meta**, New York, NY 2024 – 2025

- Incorporated and launched various imaging models (Imagine / Emu / Flash) into the new Meta.ai Web product.
- Integrated Imagine image generation into Llama LLM-based agent workflows enabling multimodal responses within Meta.ai.

Software Engineering Manager (New Experiences Team) | **Meta**, New York, NY 2022 – 2024

- Scaled a 2-person team to 10 engineers (backend, machine learning, mobile) across 3 offices, driving 3 promotions.
- Directed creation of Home Screen and Lock Screen Widgets across iOS, Android, Windows 11, and low-end phones (Lite), resulting in 30M installs in the first year and 2.7M daily active installers.
- Drove sustained incremental Daily Active User growth of 1.9M over two years by expanding Facebook's reach to new OS-level distribution surfaces, rewriting core infrastructure as a self-serve platform, and incorporating GenAI into notifications and birthdays.

Software Engineer, Tech Lead (Newsfeed & Notifications) | **Meta**, New York, NY 2019 – 2022

- Led architecture of the Facebook.com thin-client frontend using React (Typescript) and GraphQL (Relay), enabling scalable feature development across Notifications and Birthday surfaces used by hundreds of millions of users.
- Utilized ASTs, ran tech talks, and created internal competitions to drive the creation of hundreds of Jest E2E tests across 20+ Android, iOS, and Web product teams, achieving coverage of 80% of notifications interactions and landing page experiences by volume.
- Evaluated, identified, and optimized Hack PHP backend to drive savings of $12M over 3 years.

Software Engineer | **Thumbtack**, San Francisco, CA 2017 – 2019

- Built greenfield customer-facing frontend as a Single Page App with React and Redux, decreasing average page load time by 50%.
- Rewrote primary customer conversion funnel using GraphQL with Apollo on top of a Go API, decreasing lines of code by 80%.

Software Engineer | **BrightRoll (acquired by Yahoo) + Yahoo**, San Francisco, CA 2014 – 2016

- Architected cross-browser vanilla JavaScript replacement for primary video-ad player interface (VPAID) to support ad delivery during desktop browser Flash phaseout, preventing revenue disruption for 55% of traffic and driving a 25% increase in ad revenue.
- Constructed frontend and RESTful API interface using Ruby and Merb for Yahoo tactical team, implementing dynamic auction pricing feature generating $12 million in revenue one month after release.

Revenue Insights Analyst & Account Strategist | **Google**, Mountain View, CA / Dublin, IE 2010 – 2014

- Built and presented financial and strategic models using insights from global Dremel/F1 (Spanner) dataset of all Google search data, resulting in implementation of a $1 billion program enabling machine-generated multilingual ad campaigns.

EDUCATION

B.S. Entrepreneurship + Economic Consulting | **Indiana University** GPA: 3.96 / 4.0