

Jeffrey Ha

jeffreyha8@gmail.com | github.com/jeffrey447 | linkedin.com/in/hajeffrey | jeffreyha.me/ | he/him/his

Skills

Languages: C#, C++, CSS, Go, HTML, Java, JavaScript, Python, SQL, TypeScript

Frameworks / Libraries: Express.js, gRPC, GraphQL, Node.js, OpenGL, Protobuf, React Native, React.js, Redis, Tailwind, Thrift

Tools: Amazon Web Services, Firebase, Figma, Git, Google Cloud Platform, Jira, Kubernetes, MongoDB

Work Experiences

Scale AI | Front-end Software Engineer II | Public Sector

July 2025 - Present

- Led the migration of government customers from Donovan to Scale's next-generation agent platform, partnering with Product and Engagement teams to drive feature parity, improve platform reliability, and successfully transition the entire customer base.
- Designed and launched foundational personalization capabilities, including user profiles and customizable AI assistant personas, enabling agents to adapt to user context, communication styles, and workflow preferences.
- Built onboarding and product-discovery experiences that surfaced user context during first login and highlighted newly released capabilities, improving feature discoverability and accelerating customer adoption.
- Spearheaded rapid product-improvement initiatives by partnering with customers and cross-functional stakeholders to deliver high-impact features including command palette workflows, voice-to-text dictation, and streamlined navigation experiences.

Niantic | Full-Stack Software Engineer II | Studio Core

Sep 2024 - May 2025

- Contributed to the launch of Niantic's next-generation web AR game engine, building core creation workflows and platform capabilities that supported growth to 10k+ monthly active developers.
- Led the redesign of the core UI Toolkit, partnering with design teams to streamline authoring workflows and establish scalable UI patterns for creating interactive web AR experiences.
- Architected and built the full-stack platform powering image-target AR experiences, enabling creators to anchor interactive content to real-world objects across retail, consumer products, and entertainment campaigns.

Nuro | Full-Stack Software Engineer II | Teleoperations Mission Control

Dec 2023 - Aug 2024

- Independently designed and launched a real-time fleet visualization platform used by hundreds of operators to monitor and manage autonomous vehicles, integrating telemetry, mapping, and vehicle-state data into a unified operational interface.
- Designed and deployed real-time order monitoring systems integrated with partners including Uber, 7-Eleven, and Kroger, increasing autonomous delivery capacity by 10x.
- Built a camera playback and incident review platform used by operators and legal teams to investigate on-road events, accelerating safety reviews and supporting driverless vehicle deployment decisions.

TikTok | Full-Stack Software Engineer | AR Effect Platform

Apr 2023 - Dec 2023

- Led product and technical development of an internal operations platform used by hundreds of operators, improving workflow efficiency by 50% and accuracy by 95% while supporting millions of AR creators globally.
- Designed and implemented full-stack monetization infrastructure that enabled AR creators to earn rewards for high-performing effects, increasing creator retention by 60%.
- Architected and launched a large-scale creator engagement campaign platform that drove the creation of 100k+ new AR effects through recurring monetization incentives.

TikTok | Full-Stack Software Engineer | Creator Growth

Oct 2022 - Apr 2023

- Designed self-service configuration tooling that reduced operational bottlenecks and increased creator program launches by 30% within two months.
 - Led the redesign of a CRM role-management platform and underlying REST APIs, reducing missing or inaccurate operational data by 41% and improving system reliability for internal teams.
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Education

University of California San Diego | B.S. Computer Science

Graduated Jun 2022