

HANK LIN

Software Development Manager | Personalization
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SUMMARY

Engineering leader with 10+ years of experience building large-scale personalization, ranking, and ML systems serving millions of customers worldwide. Proven record leading cross-functional engineering and science teams to deliver distributed systems from concept to launch. Strong focus on ownership, coaching, and high-impact execution.

CORE SKILLS

- Engineering Leadership & Team Building
- Large-Scale Recommender Systems
- Machine Learning & Deep Learning Systems
- Distributed Systems & Data Pipelines
- Product Strategy & Roadmapping
- Cross-Org Influence & Stakeholder Alignment
- Mentorship, Coaching, & Talent Growth

EXPERIENCE

Amazon – Software Development Manager, Personalization, Irvine, CA • Feb 2024 – Present

- Defined vision and strategy for interest-based and product-concept personalization powering Amazon retail experiences.
- Led team of 8 engineers and 2 applied scientists delivering scalable ML services serving millions of customers globally.
- Partnered across product, science, and platform orgs to ensure reliability, scalability, and cross-domain applicability.
- Fostered a culture focused on ownership, design quality, and iterative innovation.

Amazon – Sr Software Development Engineer, Personalization, Irvine, CA • Mar 2021 – Feb 2024

- Led Cost-to-Serve personalization initiative across multiple organizations.
- Designed location-aware recommendation ranking components to improve regional relevance.
- Managed and developed a team of 4 engineers; delivered major roadmap milestones.
- Mentored engineers organization-wide; coached multiple promotions (SDE1→SDE2, SDE2→Sr SDE).

Amazon – Sr Software Development Engineer, Kindle, Seattle, WA • Apr 2018 – Mar 2021

- Led design and development of book-specific Question & Answer capabilities for Alexa.
- Built intent classification models to interpret natural language book queries.

- Delivered feature from research prototype to full production launch.
- Developed NLP system modeling character relationships in fiction books.
- Enhanced content understanding to support personalized recommendation experiences.

Amazon – Software Development Engineer, Prime, Seattle, WA • Jan 2015 – Apr 2018

- Served as engineering POC for Amazon Fresh integration initiative.
- Developed simplified global Prime subscription experience for millions of customers.
- Supported Prime launches in India, China, and EU markets.

EDUCATION

- Ph.D., Computer Science — University of California, Riverside
- M.S., Computer Science — University of Electro-Communications, Japan
- B.S., Computer Science — University of Electro-Communications, Japan