

Adam Fanslau

I am a problem solver at heart, a builder and life-long learner. I have experience leading and implementing large technical projects using a wide range of technologies. I'm skilled at breaking down complex problems, identifying the right tools for the job, crafting solutions that provide business value, and communicating to stakeholders. I'm looking for a mission driven company where I can apply my technical and leadership skills to build a high quality product, and work with exceptional teammates.

Skills & Technologies

Frontend: Typescript, React, NextJS, HTML, CSS, React Native, Swift, **Backend:** Python, Go, GraphQL, API design, Serverless, Kubernetes, AWS, **Databases:** SQL, Relational DBs (Postgres, MySQL), Search Systems (Elastic, Algolia), Redis, **AI:** LLMs, Recommender Systems, NLP, Traditional ML

Professional Experience

Senior Software Engineer at Teachers Pay Teachers

October 2021 – April 2025

I worked on the Marketplace team, focused mostly on Search and Recommendations. I led projects in various roles from IC to Tech Lead. I focused on product delivery as well as technical excellence and improving legacy systems.

- Overhaul the product taxonomy and search filtering UX, migrating it from legacy PHP and Elixir codebases to modern typescript without downtime, enabling maintainability and flexibility for future modifications. Ensure changes were made following SEO best practices.
- Used LLMs and other ML models to automatically choose relevant tags for teaching resources.
- Led the integration of promoted.ai, which introduced AI powered search personalization and increased search attributed revenue by over 5%.
- Stepped into the tech lead role for the marketplace team, and coordinated with multiple stakeholders on a large rebrand project. I led other projects including video uploads, Rokt integration, and sitewide sale improvements. I also acted as scrum master, helped shape team process norms and mentored junior engineers.
- Participated in on-call rotations, triaged production incidents, led post-mortems, improved performance, monitoring and alerting.
- Collaborated across engineering and product leadership to create an SLO and Error Budget Policy for multiple teams to keep our product reliable.
- Collected and prioritized major tech debt initiatives and created a framework for how teams should approach the tradeoff between product work and tech debt.

Senior Software Engineer at Holler - Gif search SDK for messaging apps

January 2017 – October 2021

Holler's main product was a mobile SDK to suggest gifs and other content in real time as the user is typing. I was part of the founding engineering team, starting as the sole iOS developer. As the company grew I took on more responsibility across the team and tech stack, eventually owning multiple critical backend components and leading major initiatives.

- Built our SDK from the ground up, everything from UI, to the recommender, and helping design the backend API interfaces
- Own the quality, maintenance and advancement of several critical backend components
- Production deployment of AI/ML and NLP techniques, contribute to AI research prototypes
- Design architectures for major features like third party gif integration, ad budget pacing, search optimization, cost reduction, internationalization
- Act as sales engineer for prospective and ongoing SDK integration deals with partners like Venmo
- Contribute to engineering leadership decision making, including a transition to microservices
- Hiring manager for several engineer roles, writing job descriptions, interviewing and onboarding
- Champion learning by mentoring junior engineers, leading hackathons, lunch & learns, etc

Software Engineer at Leo Health - Startup building for pediatrics practices

January 2016 – January 2017

Seed stage engineer building with Objective C, Swift, React, Rails. Built features for patients and providers such as real-time messaging, data sync engine with the EHR. Contributed to product and business strategy.

iOS Engineer at Kitchology - Recipe substitution app for dietary restrictions

May 2015 – January 2016

Took over the iOS codebase from contractors, polished user experience and performance, managed app store deployment. Worked directly with the CEO to add new product features.

Drew University - BA Major in Computer Science, 2015. Minor in Physics, Honors Thesis, Phi Beta Kappa