Ryan Liao

Tech Product Engineer

Singapore | ryan@onvoard.com | Work, Resume, FAQs | LinkedIn, Github, Gists

Summary

I am a **product-focused tech founder** and self-starter with an entire career dedicated to turning ideas into excellent, front-facing products. I have proven this across industries and have done it multiple times in different verticals including ecommerce, marketing, adtech, finance, helpdesk, designs, to even B2C food reviews sites.

Work Experience

Sole Founder, Responsible for everything across all ventures listed below. For in-depth details of my work experience, please visit here.

PointAnswer.com (2024 - Ongoing)

Help Center Software

- Developed a simple, cost-effective helpdesk solution using Django, Postgres, NextJS, and Typesense for keyword search.
- PointAnswer is used to draft and host the web version of this resume.

Read Full Details

RenderKu.com (2023 - Ongoing)

Email Design Platform

- Built an email design platform with a built-in design editor, leveraging ReactJS for the complex editor functionality.
- Rated 5/5 and top suggested "email templates" app from Shopify app store
- There is a Fortune Global 500 company using the RenderKu app as a paying customer.

Read Full Details

OnVoard.com (2017 - Ongoing)

All-in-one Ecommerce Marketing Platform

- Developed 7 different marketing apps (Email Marketing, Loyalty Program, Popups, etc.) and integrated with major ecommerce platforms like Shopify, BigCommerce, Wix, and others.
- Managed a large monolithic application, optimizing performance by migrating expensive queries from Postgres to Clickhouse (OLAP).
- Thousands of sites are using OnVoard. Stats validated by builtwith.

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Eatasy.com (2015 - 2017 Dead)

Dish-Specific Food Review App

- Created an android mobile app and used both mobile and desktop web platforms to allow users to rate and search for the best individual dishes in a city.
- Used Django, Postgres, jQuery, Algolia for search filtering, and Apify for web scraping.

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AudiencePi.com (2013 - 2015 Dead)

Self-Serve Demand Side Platform (Adtech)

- Single-handedly built a complete self-serve demand side platform, integrating with Google Adexchange and BidSwitch via OpenRTB.
- The whole infrastructure of AudiencePi runs on 19 different types of servers (e.g. bidder, adserver, predictor, lb).
- Ansible to fully automate deployment and configurations of 40+ servers across 4 clusters with Google Cloud and Softlayer.
- Real time bidder written in Golang, Aerospike for OLTP
- Scikit-Learn for Predictive Modeling, Python scripting for data pipeline
- Bigquery for OLAP. I wrote a library in python to export large bigquery results into google cloud storage.
- Web Console built with Django, Postgres, jQuery, Handlebars, SASS, Celery
- Monthly server bills add up to around $10k/mo. I paid all the server bills from my own pockets.

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Projects

Algorithmic Trading System (2024 - Ongoing)

- Develop a fully automated stock trading system in Python using technical analysis to execute trades without emotional bias.
- Backtested over 100 distinct trading strategies and algorithms (e.g., RSI-based mean reversion) to identify profitable and robust approaches.
- Optimized data architecture by migrating from QuestDB to ClickHouse, significantly improved processing speeds for complex queries and reduced storage costs by over 2X.

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WhoSentWhat.com (2024 Dead)

Email Designs Inspiration Site

- Developed a design inspiration website showcasing email designs from various brands and use cases.
- Tech stack includes Django, React/NextJS, and Puppeteer.

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Education & Certifications

- **Nanyang Polytechnic (2007-2010)**, Business Informatics, Information Technology

- **Machine Learning at Coursera (Nov 2013)**, Completed Andrew Ng's popular ML course

Skills

- **Programming**: Python (Django), Javascript (ReactJS, NextJS, MobX), Golang, NodeJS, Java
- **Expertise**: SaaS, Email Marketing & Deliverability, Email Designs, Automation, Ecommerce, Algotrading, Search Filtering (like this), Infrastructure Planning, Fast Prototyping, Martech, Adtech
- **Tools**: Postgres, Clickhouse, BigQuery, Aerospike, Redis, Nginx, Caddy, Ansible, Scikit-Learn, OpenAI, Figma, Typesense