

William Schaller

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Summary

Ten years of software development experience with passion for building and executing product roadmaps. Four as an engineer building Createspace.com, kdp.amazon.com, and their file processing workflows. Five as a manager in end-to-end book publishing including enterprise publishing, shopping, and royalties. I solo founded and currently run MyTherapy LLC.

Experience

Founder, MyTherapy LLC

May 2023 - Present

- Solo founded a company building modern tools for phobia treatment.
- Designed, implemented, and launched BiaJourney.com, an interactive web application for learning about and practicing exposure therapy.
- Established partnership with therapists to guide roadmap, gathered user feedback, built continuous deployment pipeline used to launch new features weekly.

Software Development Manager, Amazon.com, CA

Dec 2018 - May 2023

- Managed the AWS OpenSearch security and infrastructure team - responsible for base container, access key management, and highly available/scalable service mesh.
- Managed three managers each with 8 engineers making up the Discovery and Personalization organization at Goodreads.com. Led major fraud improvements, implementation of GraphQL, SQL migration, and the new Goodreads UI.
- Managed teams owning end to end print on demand publishing at Amazon including publishing, file quality assurance, and royalty payments.
- Coordinate with stakeholders (PM, TPM, design, operations) to build 1 and 3-year roadmaps and deliver on them using an agile process.
- Drove support strategy that reduced team's incoming tickets from 40 per week to 5.
- Coach engineers and fellow managers. Complete performance reviews, promotions, and managed under performers.
- Formed an apprentice program that provides cross job training for non-technical employees.
- Experienced interviewer averaging 60 interviews per year. Represent Amazon at career fairs.
- Correction of Error (COE) Bar Raiser. Write and review detailed analysis of error documents identifying root cause and action items at organization level.

Software Development Engineer, Amazon.com, CA

Jun 2014 - Dec 2018

- Designed and implemented microservices in AWS that handle high throughput traffic (100,000+ TPS) for publishing and selling books on CreateSpace.com and Amazon.com.

- Oversaw working group across 5 teams during migration from SQL to NOSQL databases. Wrote data transforms to migrate 15 million data entries.
- Created a 60% increase in file processing speed by profiling and optimizing rasterization/conversion Java code.
- Lead SCRUM development using Java, Python, Lisp, Spring, SQL, and various AWS technologies

Education

California Polytechnic State University
B.S in Computer Science

San Luis Obispo, CA

Additional Information

Located in the San Francisco Bay Area