

Aaron Coplan

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SUMMARY Currently leading mobile architecture for Cross App Experiences, unlocking seamless user experiences across WhatsApp, Facebook, and Instagram. Across seven years at Meta I've shipped brand-defining product launches and redesigns, while building the underlying platforms and frameworks to make them possible.

EXPERIENCE **Meta** | Staff Software Engineer · Cross App Experiences 2025 — Present

- Led the 10-engineer effort across two orgs — with product, design, and integrity partners — to ship Meta's account switcher in WhatsApp iOS and Android, driving 1M+ monthly WhatsApp users.
- Architected the Android IPC service between WhatsApp and Facebook/Instagram while upholding complex privacy and legal constraints — this foundational infrastructure powers cross-app linking, crossposting, and Instagram new user acquisition, which are key revenue drivers for Meta.
- Broke through a multi-year impasse with WhatsApp's client infrastructure team to establish scalable collaboration patterns, unlocking and accelerating cross-org projects across a ~30 person workstream.

Meta | Staff Software Engineer · Facebook Design Systems 2023 — 2025

- Led engineering on Facebook's 2023 brand refresh on iOS and Android — redesigned Reactions, a completely modernized icon set shipped app-wide, and a new color palette across every Facebook surface. The work became the foundation for every Meta visual refresh that followed.
- Built the design-token platform that powered rapid visual changes and refreshes for Meta products across 5 design systems (Facebook, Instagram, Messenger, Meta.com, cross-Meta) and 6 UI frameworks.
- Shipped priority product launches across diverse domains — redesigned Pull-to-Refresh animation, key Meta AI launches (Memory, third-party integration management).
- Shipped Newsfeed redesign, driving \$365M annual incremental revenue.

Meta | Software → Senior Software Engineer · Facebook Product Quality 2019 — 2023

- Built and owned UI Quality Review — Meta's automated review tool to catch accessibility and usability issues across iOS, Android, and Web. Integrated automated runs via CI and on pull requests so checks ran on every code review, growing adoption 10× YoY to 1,400+ diffs and 2,000+ design screens reviewed company-wide.

EDUCATION **George Washington University**
B.S. Computer Science

SKILLS **Languages:** Swift, Kotlin, TypeScript, JavaScript, Java, Python, SQL, Hack/PHP
Frameworks & Platforms: React, React Native, Spring Boot, GraphQL, PostgreSQL, AWS, GCP
AI: Claude Code, Anthropic SDK