Angel Kjoseski

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Staff Software Engineer & Technical Lead at Meta (WhatsApp) with 10+ years' experience building and scaling consumer-grade products across mobile, backend, and experimentation platforms. Recognised for measurable business impact, cross-functional leadership, and product excellence — delivering a ~**40% cumulative click-through-rate (CTR) increase** across WhatsApp paid-messaging formats through direction, experimentation, and engineering innovation. Combining deep product experimentation expertise with **AI-augmented engineering workflows**, leveraging AI agents, codemods, and ML-driven insights to scale impact and productivity across teams.

Experience

Meta / Staff Engineer (Lead) – WhatsApp Business Messaging Experiences
London • 2018–Present

- Lead cross-platform (Android / iOS / Backend) initiatives improving engagement and delivery quality for **2B+ users**.
- Achieved **+12%, +14%, and +9% CTR gains** over three consecutive halves (~40% cumulative) across promotional messaging formats, expected to result in **$1.2B 2030 incremental revenue**.
- Defined and implemented experimentation infrastructure — holdouts, telemetry, unified logging, and Deltoid metrics — now standard for CTR tracking.
- Shipped Optimised Delivery stack enabling smarter targeting; projected to yield 2.5× CTR improvement over 5 years.
- Championed adoption of **AI-driven engineering workflows** across the org — integrating agents, codemods, and intelligent automation to streamline development and experimentation.
- Set team direction, led retrospectives, and provided regular progress updates to org leadership.
- Mentored engineers, led onboarding, and conducted over **250 interviews**.

Earlier Roles at Meta

- *Tech Lead – Workplace on Portal (2020–2022):* As one of the founding engineers on Workplace on Portal, scaled the product **from ~1K to 40K+ MAUs** — growth that led Meta to form a dedicated "Portal for Work" organization expanding far beyond the initial six-engineer team to ~100 engineers. Delivered Workplace Identity, Calendar Sync, and System PIN.
- *Software Engineer – Workplace VC / Portal (2018–2020):* Built first 3rd-party app on Portal, defined release process, and shipped Smart Camera & Auth integration. Promoted to Senior Software Engineer for technical direction and execution excellence.

Toptal / Senior Software Engineer
Global • 2015–2018

Delivered production-grade apps across multiple industries with globally distributed teams.

- **Beam** – Interactive live game-streaming app (later acquired by Microsoft). Refactored and stabilised client for scalability and performance.
- **Xendit** – P2P payment platform for Southeast Asia; implemented secure transaction flows and API integrations.
- **SnagList Pro** – Construction auditing tool; Built from 0-1 along with all features like: photo annotations and PDF reporting for field teams.

Netcetera / Software Engineer

Skopje • 2014–2017

- Led a team of five developing a modular mobile-banking SDK powering **30+ Swiss bank apps**.
- Designed architecture emphasizing modularity, security, and CI/CD automation for high-compliance fintech environments.
- Increased development velocity and deployment reliability across partner banks.

Education

B.Sc. Software Engineering – Faculty of Computer Science & Engineering, Skopje, Macedonia (2015)
Mathematisch-Naturwissenschaftliches Gymnasium Rämibühl – Zürich, Switzerland (2011)

Publications & Certifications:

- https://angelkjos.github.io/publications/CIIT_2015_Air_Quality.pdf
- Google Associate Android Developer Certification

Technical & Leadership Skills

- Experienced in integrating AI agents, code-generation workflows, and automation systems to enhance team efficiency and engineering throughput.
- Working knowledge of ML model design, training, and evaluation to build products at scale.
- Deep experience spanning mobile, backend, experimentation, and observability systems.
- Language-agnostic problem solver — selects tools and stacks pragmatically to maximise impact.
- Demonstrated excellence in cross-team leadership, roadmap definition, mentorship, and engineering culture building.