Ananya Desai

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EDUCATION

Columbia University

New York, NY

Master of Science in Computer Science; GPA: 3.95

Sep. 2014 - Dec. 2015

BITS Pilani

Pilani, India

Bachelor of Engineering in Computer Science; GPA: 3.75 (9.38/10.0)

Aug. 2010 - July. 2014

EXPERIENCE

Netflix

Los Gatos, CA

Software Engineer

May. 2018 - Present

- Recommendation Systems: Improved content recommendation algorithms using deep learning, boosting viewer engagement by 15% and enhancing content discovery across platforms
- Data Pipelines: Built and optimized streaming pipelines for viewer data using Kafka, processing millions of events daily to support real-time analytics and reduce latency by 30%
- Dashboards: Created and maintained analytics dashboards for content performance, integrating with internal tools to provide actionable insights and improve content strategy

 \mathbf{Adobe} San Jose, CA

Software Engineer

Feb. 2016 - Apr. 2018

- o Analytics Tools: Developed advanced analytics tools for marketing campaigns, leveraging machine learning to improve customer segmentation and increase campaign ROI by 15%
- o ETL Pipelines: Built and optimized data pipelines for customer data using Airflow, ensuring seamless data integration and reducing processing errors by 30%
- APIs: Designed and implemented REST APIs for real-time data access, enabling third-party integrations and improving data accessibility for analytics teams
- Automation: Automated data processing and validation workflows, leveraging Python and Jenkins to save 25 hours/week and streamline operations

Open Source Contributions

Remote

Contributor

2015 - 2018

- o ML Libraries: Contributed to LightGBM for faster model training, adding features for large-scale datasets used in production environments
- Visualization: Developed D3.js components for interactive charts, enabling dynamic visualizations for over 300 open-source projects
- Blogging: Authored over 45 technical blog posts on data science, machine learning, and scalable architectures, widely read in the tech community

Tiger Analytics Chicago, IL

Data Scientist

Summer 2014

- o Predictive Models: Built and fine-tuned predictive models for customer retention, achieving high accuracy and enabling targeted marketing strategies
- Reporting: Developed and automated reporting tools for client analytics, integrating with Tableau to provide real-time insights

Projects

- Recommendation Engine: Built a content recommendation system
- Visualization Tool: Created dashboards for viewer analytics
- Forecasting Model: Designed a viewership prediction system
- ETL Framework: Developed a pipeline for multi-source data integration

Programming Skills

• Languages: Python, Scala, SQL, JavaScript, R Technologies: AWS, Kafka, Tableau, Snowflake, Hadoop