

Eddy Ionescu

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Experience

Yelp Engineering Intern - Ads Autobidding

San Francisco

THE AUTOBIDDING TEAM IS RESPONSIBLE FOR SETTING THE BIDS THAT ADVERTISERS USE. I WAS ON THE PROJECT THAT FOCUSED ON MAXIMIZING THE LONG-TERM VALUE FROM NEW ADVERTISERS, FOR WHICH I WORKED ON

May 2018 - August 2018

EXPERIMENT ANALYSIS AND DATA ENGINEERING.

- Analyzed experiment results for different categories, like restaurants and local services, as to uncover mechanisms and verify predictions used in the models - **Jupyter**.
- Improved robustness of data gathering and feature generation - **Python, Redshift, MapReduce, PySpark**.
- Streamlined experiment analysis for the growing team by writing utils and backfilling experiment info - **Python, Redshift**.
- Initiated cross-team collaboration with Consumer Analytics on bringing their experimentation platform to Ads and documented the data and engineering requirements for it to be feasible.

Yelp Engineering Intern - Consumer Analytics

San Francisco

THE CONSUMER ANALYTICS TEAM IS RESPONSIBLE FOR THE A/B EXPERIMENTATION PLATFORM, METRICS INFRASTRUCTURE, AND THE DATAWAREHOUSE. I WORKED ON THE WEB-APPS FOR EXPLORING DATA SOURCES AT YELP AND FOR DESIGNING AND DEPLOYING EXPERIMENTS.

September 2017 - December 2017

- Implemented and code-reviewed experiment-creation components for Beaker, the experiment design tool - **React, Redux**.
- Added feature that allows business analysts to share their queries and see which queries make use of certain tables.
- Improved exploration of data sources across Yelp by writing a batch that surfaced tables from the datawarehouse along with their generated Avro schemas - **Python, MySQL, SQLAlchemy, Pyramid, Redshift**.

Hustle - Software Engineering Intern

San Francisco

HUSTLE ALLOWS ORGANIZATIONS TO COMMUNICATE WITH INDIVIDUALS AT SCALE VIA PEER-TO-PEER TEXTING. I WORKED ACROSS THE STACK, FOCUSING ON DESIGNING AND SHIPPING A NEW FEATURE THAT ALLOWS ORGANIZATIONS TO RECORD OPT-OUT REASONS.

April 2017 - August 2017

- Allowed organizations to record opt-out reasons when texting leads as to find new insights and to better target messaging. Mobile - **React-Native**, Web - **React, Redux, Flow**, Backend - **Node**.
- Improved custom integrations with Hustle by adding new endpoints and improved error handling to the API - **Node, Express**.
- Enabled admins to unassign and delete agents from their organization - **Node, MongoDB**.

UGO Wallet - Android Developer Intern

Toronto

PART OF TD, UGO WALLET IS A MOBILE APP THAT ALLOWS USERS TO USE THEIR REWARDS, LOYALTY, AND CREDIT CARDS. I WORKED ON IMPROVING THE USABILITY OF THE APP AND ON DEPLOYING A JENKINS PIPELINE

May 2016 - August 2016

- Configured Jenkins to generate pipelines from Git branches and send builds to QA via HockeyApp - **Groovy, Bash, Python**.
- Improved navigation and usability by replacing the hamburger menu with tabs - **Objective-C**.
- Implemented and demoed location-based feature that shows cards relevant to nearby merchants - **Java**.

Education

University of Waterloo

September 2015 - December 2019

BACHELOR OF COMPUTER SCIENCE, HONOURS

Transit Planning and Operations, Sampling and Experiment Design - **R**, Theory of Programming Languages - **Scheme, OCaml, Haskell**.

Projects

Move Bay Area

eddyionescu.com/movebayarea

MTC HORIZON REQUEST FOR TRANSFORMATIVE PROJECTS FINALIST

July 2018 - PRESENT

- Researched existing transit services and projected growth areas in the Bay Area as to establish the need for service expansion and viability using existing rail right-of-ways.
- Visualized the impact of local service improvements by producing maps that display routes based on their current and proposed frequencies - **Python, GTFS**.

OpenTransit

OpenTransit.city

VISUALIZES THE SPEED AND RELIABILITY OF TRANSIT ROUTES USING REALTIME DATA

October 2017 - PRESENT

- Project lead of OpenTransit at the weekly Code for San Francisco hack night.
- Our goal is to empower transit riders and advocates to engage with transit agencies more effectively.
- Frontend - **React, Relay, MapGL**. Backend - **Node, Cassandra, GraphQL**. Analysis - **Jupyter, Python**.