Selina Li

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🔧 SKILLS

- **Languages**: C++, Java, Ruby, C#, Kotlin, Python, GraphQL, SQL, JavaScript/TypeScript, Rust
- **Technologies**: Spring Boot, Ruby on Rails, React, Ktor, ASP.NET, Angular, Apache Kafka, Apache Beam, Kinesis, Elasticsearch, Redis, PostgreSQL, SQL Server, MySQL, Liquibase, GCP, AWS Lambda, DataDog

🖥 WORK EXPERIENCES

Google   **Kitchener, ON, Canada**
Software Developer II   *Oct 2024 – present*

- Optimized core C++ algorithms within high-performance real-time ad targeting systems, leading to substantial enhancements in the speed and accuracy of ad selection, filtering, and bid prediction.
- Owned and executed impactful initiatives across the full lifecycle of ad targeting projects, from experimental design and feature implementation to performance analysis and release, resulting in enhanced effectiveness.

Verily (fka Google Life Sciences)   **Kitchener, ON, Canada**
Software Developer II   *June 2024 – Oct 2024*

- Developed reusable React components to enhance design consistency and implemented solutions for Verily's precision health platform, accelerating evidence generation for safer treatments and care decisions.
- Integrated Cypress Cloud Accessibility tests, replacing existing Axe-based tests, to improve coverage by testing every unique application state and ensuring continuous accessibility compliance.

StackAdapt   **Toronto, ON, Canada**
Software Developer Co-op   *September 2023 - December 2023*

- Streamlined ad campaign creation with a Ruby on Rails and React project, reducing campaign approval time by 50%.
- Developed internal tools and automation to streamline core business functions and enhance team productivity.

WealthSimple   **Toronto, ON, Canada**
Software Developer Co-op   *January 2023 - April 2023*

- Sustained Spring Boot microservices for real-time accounting of over 2 million clients' financial holdings.
- Enabled efficient inter-service communication with GraphQL and Kafka, including monitoring and rapid hot fixes.

Loblaw Companies Ltd.   **Toronto, ON, Canada**
Software Developer Co-op   *January 2022 - April 2022*

- Optimized e-commerce search using Elasticsearch, resulting in faster and more accurate product discovery.
- Enabled real-time data analysis with Google Cloud Dataflow, Apache Beam, and Pub/Sub data pipelines.

University of Waterloo   **Waterloo, ON, Canada**
Software Developer Co-op   *May 2021 - August 2021, September 2020 - December 2020*

- Streamlined TA hiring process for by developing and maintaining a web app using AngularJS, ASP.NET, SQL.
- Automated TA matching using enhanced emails and a mutual ranking algorithm to improve communication.

Dealer-FX   **Markham, ON, Canada**
Software Developer Co-op   *January 2020 - April 2020*

- Developed features in a ASP.NET and Angular-based web application that provides sales tools to car dealers.
- Utilized AWS Lambda to securely process Amazon SQS messages and route to VPC-specific Lambdas.

XYebank   **Chengdu, Sichuan, China**
Software Developer Intern   *June 2019 - August 2019*

- Designed and implemented Spring Boot endpoints using Redis caching, reducing data access latency by 60%.
- Conducted API load testing with Apache JMeter, boosting scalability and improving response time by 75%.

🏛 EDUCATION

University of Waterloo   **Waterloo, ON, Canada**
Bachelor's Computer Engineering   *September 2019 - April 2024*