

# 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 in real-time ad targeting systems, substantially enhancing performance and effectiveness 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