ASHWIN ARAVINDAN

SOFTWARE ENGINEER

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Skills

STRONG

Javascript/React
PHP/Hack
Node
Python
Java
SQL
HTML
CSS

EXPERIENCED

Objective C
Swift
Ruby
Rails
Spring

Employment

Facebook
Senior Solutions Engineer

New York, NY
Nov. 2018 to Current

Worked with high-value clients to scope out and develop 6 different products to improve their advertising experience on Facebook

- Implemented preregistration ads using Javascript/React and PHP/Hack, allowing gaming clients to advertise games before launch and follow up with a messenger reminder on the launch date
- Architected a new form of lift study to enable clients to better understand the true value of Facebook ads beyond last-click attribution, bringing in an incremental $75M in ad spend in 2020
- Created seller-side interfaces for on-site subscription checkout using Javascript/React and PHP/Hack, enabling merchants to manage subscriptions via API and UI
- Led a team of 3 engineers in the conception and development of ingesting and utilizing discount data across Facebook and Instagram, resulting in 40% of all on-site transactions including a type of discount ($/% off, coupon code, etc) during holiday season 2020
- Designed the entire iOS experience with Objective C to support the new collection ad format on Instagram Stories, bringing in an incremental $45M in ad spend every year
- Spearheaded efforts to improve performance of dynamic ads on Instagram Stories, including the launch of a feature allowing fullscreen 9:16 creatives vs the cropped square creatives used today
- Built dataswarm pipelines using Python and SQL to both prove the value of potential projects to product teams, and also evaluate the impact of those projects after completion

Lifion, by ADP
Software Engineer

New York, NY
May 2017 to June 2018

Developed a tool that would enable non-developers to create custom HR web applications for existing and new ADP clients

- Applied metadata-driven development to generate customizable UI components using React/Redux
- Deployed endpoints in Node API to query Couchbase and transform retrieved metadata to a format more readily accessible by the front-end
- Implemented authorization logic for several major components of the product, allowing for different versions of the resulting web application depending on the logged-in user's permissions
- Migrated push notification service from Kafka to Amazon SQS to reduce maintenance costs

Pivotal Labs
Software Engineer

Arlington, VA
Oct. 2015 to Mar. 2017

Worked in small 2-6 developer teams to design, test, and deploy software solutions for 5 major clients

- Employed React/Redux and Ruby on Rails to develop full-stack web applications for 3 different clients
- Designed an iOS application using Swift and Java Spring for a leading insurance company that integrated data from several of their different services into a single mobile interface, such as users' coverage and spending amounts, nearby supported healthcare providers, etc.
- Utilized React/Redux and Java Spring to model a prototype for a government client that would allow states to view, request changes, and analyze past changes made to the budget allocated to them for certain tasks
- Provisioned Concourse, Codeship, and Jenkins servers for continuous deployment from Github/Bitbucket to Heroku, AWS, and Pivotal Cloud Foundry instances

Accenture
Software Engineer

Reston, VA
May 2014 to May 2015

Architected and maintained core back-end services for healthcare.gov

- Engineered Java services responsible for the translation of insurance data from entry into the healthcare.gov system all the way through submission to the corresponding insurance companies

Education

North Carolina State University
B.S. Biomedical Engineering 2013