

Adam Aguilera

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Experience

Lyft, Media & Business Platform

Jan 2022 - Present

Software Engineer I & II

New York City, NY

- Project lead for integrating programmatic advertising via Microsoft Monetize. Designed architecture to support a direct integration via OpenRTB with an ad mediation layer between direct sold inventory and other demand partners. Projected to bring \$42M in ad revenue by 2027 through PMP deals and open exchange advertising
- Project lead for supporting credit card pre-authorization of Lyft Business rides. Drove buy-in and alignment across engineering, product and leadership. Designed a scalable solution which has processed over 1.5M rides. Achieved a 50% debt rate reduction equivalent to \$3M in annual post marketing margin
- 1st Place Winner in 2025 Lyft Hackathon. Conceptualized and implemented a prototype for a “Round Trips” feature within the Lyft App. Recognized for highest level of completion, polish and immediate implementability with minimal additional development
- Led full stack architectural overhaul which significantly reduced latency for degraded endpoints that impacted major customers. Replicated multiple sources of truth from DynamoDB to Elasticsearch to improve filtering and querying operations. Observed a 90% reduction in P99 latency across multiple endpoints (5s → 300ms)
- Created an automatic fraud deactivation pipeline using an ETL DAG job that detects high fraud signals like chargeback rate, failed charges and spend velocity. Autonomously deactivated >12K fraudulent organizations

Lyft, Business Commerce

May 2021 - Aug 2021

Software Engineer Intern

San Francisco, CA

- Built an application that has processed >\$10M in transaction volume that streamlined the workflow for support agents by automating credit card charges for monthly invoices

Capital One, Financial Services

Jun 2020 - Apr 2021

Software Engineer Intern

Plano, TX

- Deployed automated workflow to translate thousands of english condition-action statements into a rule engine

Projects

Life Log (Brilliant Labs AR Glasses)

Jan 2025

- Built a Flutter-based mobile app that uses Gemini to analyze photos taken with AR glasses to track time spent on activities. App features dashboards, user-editable prompts for enhanced recognition and activity timelines

On-Demand Game Server

Sept 2024

- Created a server on EC2 with an IPv6 network mesh and automatic shutdown based on network packet outs to avoid static fees. Used Lambda and Javascript to create a Discord bot for accessible server enablement

Ludum Dare Hackathon 55

Apr 2024

- Placed in the top 10% of entries in the innovation category. Used PhaserJS to build a top-down dungeon crawler game. Built a data model and used Tensorflow to detect spell casting from drawings instead of keyboard input

Education

University of Maryland, College Park

Sep 2018 - May 2021

Bachelor of Science in Computer Science

Skills

Languages: Python, Java, Javascript, Go, Dart, Kotlin, C#

Tools: React, AWS, Git, Kubernetes, Jira