

Alex (Rui) Gan

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Education

University of Toronto - St. George

Honours Bachelor of Science

Computer Science Specialist, Focus in Artificial Intelligence

Sep 2018 – Sep 2022

Experience

Amazon

Toronto, ON

Aug 2022 – Present

- Led the design and implementation of the Books Ads **Agentic AI Platform** built on the Model Context Protocol (**MCP**) open standard and Bedrock, empowering teams to make data-driven decisions and automate complex tasks across distributed systems. Reduced advertiser insights analysis time from 2 days to minutes, increasing AE productivity by **20-30x** and driving **\$6MM annual revenue**.
- Led end-to-end development of **Amazon Posts and Post Boost**, coordinating **11+ teams** to enable one-click conversion of author content into Sponsored Brands ads. Reduced ad creation time by **70%** while driving book discovery through organic engagement.
- Implemented Sponsored Brands v2 ads for authors, driving **\$1.1M incremental revenue** in first 5 months (**2x** initial projections). Built comprehensive integration test suite with CI/CD pipelines and led UAT sessions, ensuring seamless customer experience and platform reliability.
- Led operational excellence initiative that accelerated customer issue resolution by **10x** (from days to hours) and reduced microservices integration effort by **60x** through automated tooling. Won the organization's All Hands **Customer Obsession award**.
- Implemented fraud detection system in global ads registration workflow, enhancing advertiser verification across all marketplaces and protecting platform integrity for the Books advertising ecosystem.

Amazon

Toronto, ON

Software Development Engineer Intern

May 2021 – Jul 2021

- Built operational excellence tool with **REST APIs** using **React** and **AWS** services (Lambda, API Gateway, SQS, CloudWatch, S3), enabling teams to build internal tools more efficiently.

Trinity College Chinese Students Association, University of Toronto

Toronto, ON

Web Developer

Jun 2020 – Apr 2021

- Developed and maintained the club website to promote Chinese culture and diversity, implementing features for event information and member engagement.

Skills

Programming: Java, Python, JavaScript/TypeScript, Scala, SQL, HTML/CSS, C, C#, LaTeX

Frameworks & Tools: Spring, React, Node.js, Express, Pandas, AWS CDK, Git, Linux, Vim, MongoDB

Cloud: AWS (Lambda, S3, DynamoDB, CloudWatch, API Gateway, Glue, Athena)

AI/ML: Bedrock, Claude, Amazon Q (chat/CLI), LLM integration, AI Agent Development

Achievements and Awards

- Amazon Ads Org Customer Obsession Award
- School champion of the CEMC mathematics contests (Pascal and Gauss), scoring 142/150.