Danish Rehman

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San Francisco, California

🔖 Summary

- **Technical Lead** with over a decade of expertise in the Ads and SaaS sectors, specializing in crafting and scaling high-performance, cutting-edge tech products. Fostered close collaboration with a primary manager and coordinated with various managers on niche projects when required.
- **Architected** critical technical projects, ensuring quality and accuracy. Expertly integrated technical expertise with user requirements, while leading efforts to align with broader organizational goals.
- **Solving complex challenges** with efficiency, showcased agility in prioritizing specific tasks and swiftly adjusting focus in response to organizational demands.

📋 Professional Experience

Staff Software Engineer
Founding member, Aspire

San Francisco, CA
2018 – 2023

- Designed and spearheaded the creation of a **'Messaging platform'** in collaboration with diverse product teams. This platform boasts integrations with Gmail, Outlook, and IGDM, processing over 10 million messages with a 99.99% reliability rate, ensuring efficient operational support across the board.
- Developed and launched a **'Workflow System'** that orchestrates high-volume, business-critical tasks with low latency, triggered by specific business events. This robust system streamlined interconnected tasks to achieve targeted business objectives. This cohesively streamlined operations, driving a notable 20% surge in overall user productivity post-implementation.
- Engineered a robust **'Automation service'**, curating tailored workflows that optimized key business operations, slashing manual tasks by 60%. Further developed this workflow system to reduce touchpoints, automate recurring tasks, and unify multiple systems. Collaborated closely with cross-functional teams to identify bottlenecks, tailor solutions, and train users, leading to increased customer satisfaction and a notable improvement in NPS score.

Senior Software Engineer
Adserv migration, Criteo

Palo Alto, CA
2016 – 2018

- Achieved annual cost savings of $2 million for CRITEO by meticulously planning and executing a 12-month migration of a recently acquired company's infrastructure from **AWS to CRITEO's proprietary data centers**. This endeavor entailed a comprehensive process, including design, feature enhancement, and seamless implementation of the migration for the Ad server and its associated dependencies, all while minimizing disruption to live traffic.
- Architected a **'Data Rollup Storage Platform'** tailored for time-sensitive data, achieving high-throughput. Implemented an efficient queuing mechanism for incoming data, directing it to worker nodes that execute data rollup tasks and persist results in Cassandra.

Software Engineer
User mapping system, Brightroll

San Francisco, CA
2015 – 2016

- Engineered an in-memory, lock-free data structure (Urcu - linux lockfree datastructure) for the **'User Mapping System'**—a platform that aligns user identifiers across various systems. This enhancement achieved a 500% reduction in datastore load.
- Designed and implemented a **'Cookie Matching Server'**, adept at synchronizing user identifiers across ad platforms, managing a 60K QPS. This server streamlines targeted advertising by bridging communication gaps in the ad tech ecosystem.
- Designed a **modular rate limiting solution** utilizing the token bucket algorithm, enabling granular rate-limiting per partner, per thread. Achieved efficient rate-limiting performance at 10K QPS.

Software Engineer
Optimization, Gibibo

Bangalore, India
2010 – 2013

- Engineered an **'Adaptive Expiry aAlgorithm for Memcached'**, enhancing cached data management and propelling the hit rate from 28% to 58%.
- Developed a **'MongoDB-driven monitoring system'** for critical logs, designed to issue real-time alerts, resulting in the resolution of 80% of critical logs within the initial hour.
- **'Integrated Pybloomfilter''** to optimize API interactions with external vendors, successfully reducing external API calls by 50%.

🧰 Programming Languages, Frameworks and Tools

Programming Languages: Python 🐍, NodeJS Ⓙⓢ, Typescript, React, C

Databases: MySQL, PostgreSQL, Redis, Cassandra

Cloud platforms: GCP **G**, AWS aws

🏛 Education

Masters in Computer Science   2013 - 2015
🏛 *University Of Southern California, USA*

B. Tech in Information Technology   2005 - 2009
🏛 *NIT Allahabad, Allahabad, India*