Chidu Nadig
Software Engineer

CONTACT DETAILS

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TECHNICAL TOOLS

Java
Scala
Python
JavaScript

Spark
Airflow
Kafka

MySQL
Redshift
Cassandra

Spring Boot
Hibernate
Play Framework

AWS Resources

Agile Methods of Software Engineering

PERSONAL ABILITIES

Problem Solver

Public Speaker

Fluent in German, Goethe Zertifikat-A2 by Goethe Institut

SUMMARY

Driven Software Engineer with 5 years of experience in building high volume backend applications to serve native and mobile advertisements.

PROFESSIONAL EXPERIENCE

Software Engineer III, Sovrn Commerce, Sovrn Holdings. (formerly VigLink Inc.)
San Francisco, California.   *Feb 2017 – Present*

- Lead Data Engineer on the Sovrn Commerce team contributing to development, refinement and scaling of all large-scale data systems.
- Improved resiliency among interdependent Spark jobs by introducing Apache Airflow workflow management tool for recurring ETL jobs.
- Developed a Cookie Syncing feature, on the client-side JavaScript and backend APIs, to support tracking pixels from data partners to improve advertisement targeting.
- Implemented the OpenRTB-2.5 real time bidding platform to enable third party DSPs to integrate with the bidding microservice.
- Designed REST APIs on Spring Boot to support Publisher Earnings and Payments UI, by retrieving data from MySQL and Redshift Databases.
- Enhanced business analytics and insights for the Operations Team by introducing AWS Athena via Looker.
- Reduced turnaround time of daily publisher metrics by optimizing AWS Data Pipelines' runtime.
- Optimized query performance of AWS Redshift clusters and reduced AWS costs by designing query queues tailored to ETL and API usage.
- Implemented a real-time merchant campaign upload tool in Cassandra to enable merchants to buy into publisher inventory targeted by IAB categories and curated phrases.
- Enhanced performance and reinforced infrastructure security for all Spark Applications and AWS Data Pipelines via custom Amazon Machine Images.

Software Engineer, AOL Platforms. (formerly Millennial Media Inc.)
San Francisco, California.   *Jun 2014 – Aug 2016*

- Architected a First-Party Audience Segments Product into Pig and Spark applications pipeline to improve efficiency of campaign targeting.
- Established a 40-node cluster with Spark, Pig, MapReduce2 and Oozie to host daily production jobs.
- Optimized Spark Applications to improve data throughput from processing 250GB/day to 350GB/day on the same hardware.
- Aided team to quickly ramp-up AWS Lambda and EMR Technologies. Migrated from bare metal machines into AWS Clusters within one sprint cycle.
- Enabled business team to better optimize campaigns by giving them easy access to campaign metrics. This increased revenue by over $100,000.
- Reduced render time of the Campaign Measurement Tool's front-end dashboard from 1 minute to less than 1 second by optimizing server-side MongoDB queries made by AngularJS Controllers.
- Introduced Test Driven Development and use of Scoverage to improve unit test coverage to 80% in all projects.

ACADEMIA

Master of Science, Computer Science and Engineering
The State University of New York at Buffalo.   *Aug 2012 – May 2014*

Bachelor of Engineering, Computer Science and Engineering
Visvesvaraya Technological University, India.   *Aug 2008 – May 2012*