Corneliu C Prodescu

Excited about building products that solve real pain points.

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EXPERIENCE

[PeerGraph](), San Francisco — *Founder*

Apr 2021 - Present

Simplifying and automating feedback for engineering organizations. Bootstrapped as a solo founder, from user research, to engineering, product development, marketing and sales. PeerGraph integrates with GSuite and GitHub to detect peers, collect plain text feedback, and user activity analytics.

Signed up 12 organizations on the free tier after chasing 200+ leads.

Plex HQ, San Francisco — *Co-founder*

Mar 2020 - Apr 2021

Structuring and automating knowledge sharing across large organizations. Bootstrapped as a team of 4 co-founders. Built a product which included: composing rich text, sharing it via Email and Slack, managing organization users, billing, importing and syncing content from Slack, Google Drive, full text search, live notifications.

1 pilot after working through 25+ qualified leads.

Twitter Inc, San Francisco — *Staff Software Engineer*

Oct 2014 - Mar 2020

Jan 2018 - Mar 2020 — Staff SWE, Revenue Experience

Evangelized the usage of Ads API, React + FlowType stack for frontend applications: started the Effective FlowType wiki, worked with the Ads Frontend team to build Flow types into the internal UX library, and started the @twitter/ads/api-client project. These enabled building new features into the Ads Frontend stack in a matter of days instead of months.

Gathered support and shepherded execution for the Unified Ads project, resulting in a simpler UX for end users and allowing us to ship new ad types (e.g. promoted trend banner) with minimum changes to ads schema, Campaign Form, or Ads Manager.

Gathered support and initiated the Revenue Experience Tech Leads forum. This empowered knowledge sharing and trust building across the 60+ ICs organization and led to: Tech debt survey, Kite clean up, Eng quality metrics.

Key contributor for important projects: Tweet draft previews, Promoted Trend Form migration, Audience Manager v2, GDPR Your data dashboard, Conversion Postback API. These led to $30M retained revenue and $20M incremental.

Lead effort to make the Revenue Experience organization (size of 80+) more data-driven. Defined a scorecard for teams to measure themselves and worked with our EMs, Directors, and cross-functional PMs. 3 of our 11 teams improved score cards within a quarter.

Represented Revenue Experience Engineering in a number of Twitter Ads-wide

SKILLS

Frontend (React, MaterialUI, Redux, TypeScript, FlowType, RxJS)
Middleware (Node, Express, TypeORM, Apollo, GraphQL, Scala, Java, Thrift)
Backend (C++, C, SQL, ElasticSearch)
Cloud Infrastructure (GCP, K8s, Terraform)
Data Analytics (BigQuery, Scalding)
GNU/UNIX Tools (Bash, Git, CMake, Autotools)

LANGUAGES

English, Romanian

committees: Roadmap planning, GDPR, MRC accreditation, k-privacy.

Oct 2016 - Jan 2018 — Senior SWE, Advertiser Experience

Led development of the revamped ads.twitter.com dashboard from pilot to general availability and sunsetting the old system. Architected frontend and backend changes to ship table stakes product improvements for advertisers.

Shepherded design and execution of Twitter Brand Surveys dashboard. This retained revenue from the largest Brand advertisers.

Designed and built an internal version of ngrok, enabling Twitter engineers to test a locally running microservice as part of the Twitter service mesh, cutting development and debugging time for complex services.

Sep 2015 - Oct 2016 — SWE2, Advertiser Experience

Migrated the Twitter Ads Campaign Form API from RubyOnRails to Scala. Designed and implemented in a system to audit differences between the 2 implementations. The migration improved end user load times from ~5s to ~1s and enabled easier future development in a typesafe language.

Drove ads frontend modernization by adopting React, Redux and FlowType.

Feb 2015 - Sep 2015 — SWE1, Advertiser Experience

Implemented the first mobile version of the Twitter Ads dashboard. This was integrated as a webview in Twitter for iOS and Android available for 100k+ advertisers.

Oct 2014 - Feb 2015 — SWE1, WebForAll Team

Migrated the basic *mobile.twitter.com* home timeline (400QPS, 10M+ monthly users) from RubyOnRails to Scala. This enabled us to downsize our cluster from 400 to 40 nodes and retire the 5y+ old code-base.

Twitter Inc, San Francisco — *Intern, People Discovery team*

June 2013 - Sep 2013

I worked on the Twitter Android App, launching 3 experiments around additional suggested users after a follow event.

Built an analytics dashboard and the underlying Hadoop pig logic to power People Discovery team metrics.

Facebook Inc, Palo Alto — *Intern, TAO caching layer team*

Jun 2012 - Sep 2012

I implemented rolling cache invalidation based on a number of stats (database QPS, client latency and success rate), enabling graceful cache purges without client performance degradation.

DFKI, Bremen, Germany — *Research Assistant*

Jun 2012 - Sep 2012

Packaged and distributed the Hets software for Ubuntu/Debian distros. This enabled users to start using Hets within minutes instead of spendings days building and installing it from sources along with 20+ of its dependencies.

EDUCATION

Jacobs University, Bremen — *MSc '14, BSc' 12*

Sep 2009 - Jun 2014

BSc in Computer Science. GPA: 1.13 (1.07 within major) on a scale from 1.00 (A+) to 5.00 (F).

MSc in Computer Science.

Carnegie Mellon, Pittsburgh

Sep 2011 - Dec 2011

Fall exchange student in the Computer Science Department. GPA: 4.0/4.0