

Daniel Cordoba Paez

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Skills

Languages: Java, Python, JavaScript/TypeScript, Scala, C++

Technologies: Git, React, Flask, FastAPI, Spring, Spark

Cloud Services: CDK, S3, API Gateway, Lambda, CloudFormation, CloudWatch, EMR

Experience

Software Engineer II, Amazon – Seattle, WA May 2025 – Present

- Led the recommendation-generation roadmap, guiding 5 engineers, for the “Keep Shopping For” features, handling 250K+ requests per second and generating \$12B+ revenue annually.
- Delivered a cross-team personalization launch that integrated a new behavioral signal across all “Keep Shopping For” features, overcoming A/B-testing constraints and generating \$225MM in annualized incremental revenue.
- Designed and guided an intern-led refactor and migration of the impression based ranking processor, implementing a new data source that reduced P99 latency by 25ms from 35ms to 10ms and opened the door to latency-sensitive paths.

Software Engineer I, Amazon – Seattle, WA February 2024 – April 2025

- Executed A/B testing of recommendation strategy improvements on Amazon homepage resulting in \$400MM of annualized impact across Amazon retail and establishment as the second most engaged with feature.
- Streamlined dataset compression process using internal tools, CDK, Lambda, and S3 to trigger on data availability reducing setup time from 1 day to 1 hour and increasing reliability from 90% to 99%.
- Batched sequential recommendation processing API calls, reducing latency by 10% for 10,000+ requests per second.

Software Engineer (CTO), Translunar ESI – Remote, WA June 2022 – Present

- Directed a 4 person cross-disciplinary team to deliver a Phase I AFRL STTR prototype for monocular camera-based satellite pose estimation, culminating in a successful simulated evaluation.
- Architected ACECam flight-software using NASA’s F’ framework to integrate our computer vision model pose estimation with onboard navigation logic and post-processing, enabling real-time hardware-in-loop testing.
- Designed and implemented a Python and Blender ray-tracing pipeline to generate 100K+ labeled synthetic images to train and validate our AI/ML pose-estimation model for any given CAD model.

Software Engineer (Consulting), Factory Wheel Warehouse – Remote, WA January 2022 – Present

- Automated order-importing, PO-reconciliation, and tracking for 350+ monthly orders, representing \$1MM+ annual revenue and 70% of company sales, reducing manual workload by 60% using Python, AWS Lambda, and EventBridge.
- Developed a follow-up notification system for orders approaching ship-by-date requirements, using DynamoDB and Python, reducing order cancellation rate by 60% and late shipments by 80%.

Software Engineer Intern, Amazon – Seattle, WA June 2023 – August 2023

- Implemented an alarm-driven deployment abort mechanism to the company-wide CI/CD service, using various AWS services and Java, to provide blast-radius management for 200+ deployments per minute.
- Enabled the configuration of alarm-driven continuous deployment to both of Amazon’s internal CI/CD infrastructure as code tools, providing configurability for 15,000+ internal CI/CD pipelines.

Software Engineer Intern, Amazon – Seattle, WA July 2022 – December 2022

- Accelerated delivery by 1.5 weeks by implementing server-side device detection in Java/Spring, removing the need for a separate desktop endpoint and extending the “Keep Shopping For” feature, with 12M+ daily users, to desktop.
- Enabled reconstruction of the personalized “Keep Shopping For” feature for over 60% of Amazon.com customers with Java, Spring, React, and TypeScript to aid in debugging, root causing, and quality assurance.

Projects

One Card - Credit Cards Reward Optimization App

- Developed “One Card,” a location-aware rewards optimization app that recommends the best credit card by expected value, using an LLM fallback for merchant-category inference, built with React Native, FastAPI, and DynamoDB.

Education

Western Governors University – BS in Computer Science

July 2020 – December 2023