Dhruval Dhameliya

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Summary: Senior Android Engineer with 5+ years of experience building large-scale mobile and platform systems. Currently driving client-side monetization delivery and experimentation for Instagram Reels at Meta. Focused on deep platform systems, ad decisioning logic, revenue-impacting infrastructure, and reliability at global scale.

SKILLS

Programming/Scripting Languages: Kotlin, Java, C++, Kotlin Multiplatform
Android & Mobile: Android SDK, Jetpack Compose, Coroutines, GraphQL, REST APIs, gRPC, A/B Testing, Experimentation Frameworks, Ad Delivery Systems, Media (ExoPlayer, HLS, DASH), WebRTC
Monetization & Platform: Client-side Monetization Logic, Revenue Optimization, Decisioning Systems, Experimentation Rollouts, Feature Flagging, Staged Deployments, Traffic Allocation, Metrics Analysis
Architecture & Infrastructure: MVVM, Clean Architecture, Dependency Injection (Dagger, Koin), CI/CD, Jenkins, Fastlane, Docker, JUnit, Espresso, Mockito

PROFESSIONAL EXPERIENCE

Software Engineer, Android, Monetization Client Platform (Reels) | Meta(Instagram), CA   **March 2025 — Present**
- Own Android client-side monetization and ad delivery systems for Instagram Reels, building deep platform infrastructure that powers scalable experimentation and revenue optimization at global scale.
- Designed and implemented scalable, scenario-aware ad decisioning and experimentation systems using Kotlin and modern Android architecture, integrating with distributed backend services.
- Led end-to-end rollout of revenue-impacting ad delivery enhancements, from employee validation to staged live audience experiments.
- Partnered with Product and Data Science to define experiment success metrics and evaluate revenue lift, engagement impact, and system health.
- Drove data-backed go/no-go launch decisions, ensuring controlled exposure and minimized rollout risk.
- Delivered revenue-impacting initiatives while improving client-side reliability and delivery correctness under high traffic.
- Strengthened shared monetization client infrastructure supporting scalable experimentation and safe feature rollouts.

Android Developer, NJIT, Newark, NJ   **Jan, 2023 — May, 2024**
- Built scalable Android features using Kotlin, MVVM, and Jetpack components.
- Integrated REST and GraphQL APIs, improving backend connectivity and performance.
- Implemented accessibility-compliant UI and localization support.
- Developed automated test coverage (JUnit, Espresso) and supported CI/CD releases.

Senior Mobile Developer (Android), KG Krunch Solution, Surat, India   **Dec 2017 — Jun 30, 2022**
- Led Android feature development and architectural improvements across multiple production applications.
- Designed modular media framework using ExoPlayer and AWS S3 for scalable VoD playback and optimized streaming performance.
- Improved application stability through systematic debugging, lifecycle management, and performance optimization.
- Integrated REST APIs and third-party SDKs to enhance backend connectivity and feature scalability.
- Mentored junior developers, conducted code reviews, and improved engineering standards across the team.

PROJECTS & ACHIEVEMENTS

Auto-Scroll Ad Delivery Optimization (Reels)
- Architected Android client-side state management for auto-scroll transitions to enable context-aware ad injection during continuous content consumption.
- Integrated monetization eligibility logic with scroll lifecycle events to ensure correct ad exposure timing and prevent delivery gaps.
- Implemented staged experimentation (employee validation → controlled traffic allocation → scaled rollout) to measure revenue and engagement impact.
- Contributed to measurable monetization improvement while maintaining performance and reliability under high-concurrency usage.

YdPlayer, https://github.com/dcdhameliya/YdPlayer
- Developed Yd Player, an open-source(licensed under the **GNU General Public License v3.0**) Android media player library featuring customizable playback controls, playlist management, a floating mini-player mode for continuous playback, and gesture-based volume/seeking controls for enhanced interactions. Designed a dual-pane layout for tablets and implemented themed UI options to provide a personalized and seamless media experience.

CodeView, https://github.com/dcdhameliya/CodeView
- Created CodeView, an open-source(licensed under the **MIT License**) Android library for enhanced code presentation with syntax highlighting, customizable themes, collapsible and expandable views for improved readability, interactive snippet editing for a better developer experience, and drag-and-drop functionality for seamless code sharing, boosting developer productivity.

EDUCATION

Master of Science, Computer Science, New Jersey Institute of Technology, GPA: 3.4/4.00   **Sept 2022 — May 2024**
Bachelor of Engineering, Computer Engineering, Gujarat Technological University, GPA: 8.34/10.00   **Aug 2017 — June 2020**