

# JAD SHAHEEN

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## EXPERIENCE

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### YELP

Software Engineer, Ad Delivery

San Francisco, CA

August 2019 — Present

- Redesigned ad delivery API to support dynamic page construction
- Built streamlined architecture for introducing specialized product ad load experiences
- Work with product and data science to determine new ad formats and placements
- Work with ML teams to determine how to maximize pCTRs/pCCRs
- Run user experiments to analyze new feature performance and balance user experience with advertiser value
- Working in a SOA to build efficient services that work together to optimize individual components of the ad delivery pipeline
- Own projects from conceptual design through deployment
- Participate in on call rotation
- Mentor and support new hires
- Participate in knowledge sharing and present about team's work to larger orgs

### AMAZON WEB SERVICES (AWS)

Software Development Engineer Intern

Seattle, WA

May 2018 — August 2018

- Expanded API Access Logging Service
  - Rearchitected service to support dynamic destination logging and to be scalable to unlimited number of destinations
  - Integrated AWS Kinesis Firehose to increase log delivery throughput by 2x
  - Designed efficient data structures for caching and retrieval to decrease latency
- Designed and proposed API Analytics service to be implemented in the future using my project as foundation

### SÖORYEN TECHNOLOGIES

Software Engineering Intern

Fremont, CA

May 2017 — August 2017

- Created data analytics service for client
  - Built APIs to synthesize podcast user data by different statistical categories
  - Designed database queries to increase lookup and hydration efficiency
  - Implemented API to dynamically calculate user trends using access timestamp and geolocation data
- Built web scraper application to automatically ingest online data into analytics service

## EDUCATION

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### University of California, Berkeley

B.A. Computer Science, May 2019

Berkeley, CA

#### Coursework

- Efficient Algorithms and Intractable Problems | Introduction to Artificial Intelligence | Operating Systems | Internet Architecture | Discrete Mathematics | Data Structures | Linear Algebra

## PERSONAL PROJECTS

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### Cube Solver (Python)

- Created Rubik's Cube solving application using advanced graph search algorithms
- Designed consistent heuristics to minimize number of moves in returned solve

## SKILLS

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| • Java   | • Golang              | • AWS    |
| • Python | • Javascript/HTML/CSS | • Jira   |
| • C/C++  | • SQL                 | • Arabic |