James(An) Lin

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SUMMARY

Staff-level backend engineer with 12+ years of experience building scalable, highly available distributed systems across ad tech, ML infrastructure, and AR data platforms. Proven success designing real-time, revenue-critical services that power intelligent matching, ML-driven bidding, and large-scale experimentation. Strong track record translating product goals into robust backend platforms with measurable business impact, and leading cross-functional initiatives across complex ecosystems.

CORE TECHNICAL COMPETENCIES

- **Languages**: Java, SQL
- **Backend & APIs**: Spring Boot, gRPC, REST
- **Distributed Systems**: Kafka, Redis, Feature Stores
- **Scalability & Reliability**: Autoscaling, SLO/SLA, Canary Deployment, Resilience Patterns
- **Data & Experimentation**: Real-time ML Serving, A/B Testing Platforms, Internal DMP
- **Observability & CI/CD**: Monitoring, Alerting, CI/CD Pipelines, Progressive Rollouts

EDUCATION

New York University **Jan 2011 - Dec 2012**

Master of Science, Computer Science

EXPERIENCE

Indeed **Mar 2021 - Aug 2025**

Software Engineer - Platform Owner *Sunnyvale*

Translated high-level product goals and company KRs into actionable engineering initiatives within a Tier 3 organization, helping shape quarterly technical roadmaps in alignment with broader business objectives.

- Architected and delivered a real-time ML scoring system for the Relevant Job Platform, generating dynamic bids that improved ad targeting precision and auction efficiency. Designed core components including pre-ranking, ranking, and bid adjustment logic.
- Designed and built a high-throughput real-time match provider unifying targeted ads and Sponsored Jobs, achieving p95 latency under 500ms and supporting large-scale onsite impression delivery, contributing to $700M+ in annual revenue.
- Led a monetization org–wide transition from XGBoost models to DNN-based models for the match provider, driving a ~30% revenue increase while maintaining latency and system stability.
- Led efforts to enable campaign-level click balancing, introducing fairness and control mechanisms that prevented traffic skew across competing campaigns, unlocking more efficient inventory utilization and incremental revenue gains.
- Owned production event handling for this revenue-critical serving path, driving incident triage, root cause analysis, and long-term reliability improvements, while supporting safe rollouts through canary deployments and staged releases.
- Drove the design and delivery of jobseeker segmentation infrastructure, leading a team of 4 engineers and partnering with cross-functional stakeholders across Indeed. Enabled granular targeting and control for Sponsored Job campaigns, resulting in measurable improvements in ad performance and advertiser ROI.
- Led the design and implementation of low-interference A/B testing infrastructure for interconnected marketplaces, improving experiment accuracy and reliability while enabling safe, large-scale product experimentation.

Magic Leap **Nov 2016 - Jun 2020**

Senior Software Engineer *Sunnyvale*

Led the design and development of large-scale data infrastructure to support real-time log processing, system monitoring, and performance analytics for AR software, embedded systems, and CI/CD pipelines.

- Architected large-scale data infrastructure to support real-time log processing, system monitoring, and performance analytics, designed to scale with growing AR workloads and device fleets.
- Built backend infrastructure for AR model evaluation, log ingestion, and telemetry analysis, ensuring low-latency data availability for debugging, validation, and regression analysis.
- Developed real-time streaming pipelines for sensor data and embedded test logs using Kafka and Elasticsearch, balancing throughput, latency, and operational stability.
- Implemented a hot–warm–cold indexing strategy to scale historical telemetry storage while maintaining fast query performance for time-sensitive regressions.
- Delivered a production observability stack (Prometheus + Thanos), providing centralized metrics and alerting for 30+ production AR services and improving operational visibility.
- Built resilient reconciliation services to recover missing data across Jenkins and Git systems, ensuring data correctness, traceability, and CI/CD pipeline reliability.
- Integrated telemetry and monitoring systems with CI/CD pipelines, improving release confidence, regression detection, and operational readiness.
- Collaborated with AI and computer vision teams to securely stream and preprocess sensor data for internal model evaluation workflows, enabling early-stage validation of AR tracking and perception algorithms.

Western Digital **Dec 2014 - Nov 2016**

Staff Software Engineer *Mountain View, CA*

- Built and standardized backend services and deployment pipelines for WD MyCloud, designing secure cross-device APIs and CloudFormation-based automation that improved release quality and enabled faster, more predictable production rollouts.

Fuhu **Jan 2013 - Oct 2014**

Software Engineer *San Jose, CA*

- Built CI/CD pipelines and centralized log collection systems for Java-based SOA services. Enabled automated build/test workflows via Jenkins and RabbitMQ, and contributed to structured log analysis supporting production monitoring and KPI tracking.