







# Jude Tillekeratne

Senior Full Stack Engineer with 7+ years building scalable, high-performance systems at Meta and Warner Bros Discovery. Expert in React, TypeScript, and distributed systems with proven ability to deliver customer-focused solutions that drive measurable business impact.

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## Experience

Meta Platforms Inc

November 2021 - Current

Senior Software Engineer

- Architected anti-scam compliance framework across Australia and Singapore markets, partnering with legal and data science teams to protect \$2B+ in regulatory exposure. Delivered full-stack solution with real-time validation, forensic logging, and immutable audit trails that secured regulatory approval.
- Delivered a 30% reduction in advertiser onboarding time in Facebook Ads Manager through performance optimizations and backend improvements to advertiser setup, alongside UX enhancements across React frontend and GraphQL APIs — directly boosting DAU retention by 15% and reducing churn across small-business advertisers.
- Conducted A/B experiments on UI changes to improve advertiser experience and social posting performance, delivering data-driven UX improvements that increased platform engagement and advertiser success rates.
- Architected and launched privacy-first ad infrastructure, enabling differential outcome tracking for major clients like Amazon and Wayfair. Balanced privacy with performance, delivering scalable solutions now used by thousands of advertisers.
- Drove cross-functional alignment between legal, product, data science, and engineering to consistently ship high-stakes features on time — under regulatory and business pressure — while ensuring engineering quality and business value.
- Mentored junior engineers, ran system design and code reviews, and contributed to hiring across Ads Infra and Monetization. Helped enforce engineering best practices and scale team velocity.

Warner Bros Discovery

July 2018 - November 2021

Software Engineer

- Delivered accessibility-compliant UI components for HBOMax across web and mobile, ensuring full WCAG/ADA compliance and helping mitigate millions in potential legal risk.
- Designed and shipped a customizable avatar system for HBOMax profiles, used by 200K+ users in the first week, enhancing user personalization and visual experience.
- Built the end-to-end ad delivery infrastructure for HBOMax on iOS and tvOS, supporting performant and reliable ad rendering at scale across connected devices.

Redfin

Winter 2017

Software Engineer

- Engineered Apache Kafka-based data pipeline that reduced push notification processing latency by 10%, optimizing message queuing and delivery workflows for real-time user engagement.
- Developed fault-tolerant Apache Samza streaming application with auto-scaling capabilities, processing recommendation algorithms to deliver personalized email campaigns to 5M+ users daily.

## Education

University of Waterloo

2018

Software Engineering

## Skills

### Languages

JavaScript, TypeScript, Python, Java, C++, Golang, PHP/Hack

### Specializations

Scalable Systems, Performance Optimization, Privacy, Accessibility (a11y), Cross-functional Collaboration, Ads Infrastructure, Monetization System, UI/UX Optimization, A/B Testing, Legal Compliance

### Frontend

React, React Native, Redux, HTML/CSS

### Backend

Node.js, GraphQL, REST APIs, Relay

### Infrastructure

Kubernetes, Kafka, Apache Samza, CI/CD, Postgres, MySQL

### Testing

Jest, Unit Testing, Integration Testing, Jasmine