

Jude Tillekeratne

Senior Software Engineer with 8+ years of experience leading high-impact projects at Meta and Warner Bros Discovery. Expertise in scalable system design, cross-platform development, and privacy-sensitive advertising solutions.

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Experience

Meta Platforms Inc November 2021 - Current
Software Engineer

- Optimized the advertiser setup process in Facebook Ads Manager, reducing setup time by 30%, lowering advertiser turnover, and increasing daily active user retention by 15%.
- Implemented legal compliance requirements for anti-scam measures in Australia and Singapore for the Ads Manager Platform, preventing potential fines totaling billions of dollars
- Designed and developed privacy-sensitive solutions that allowed advertisers to protect advertising outcomes. Used currently by thousands of advertisers including Amazon and Wayfair

Warner Bros Discovery July 2018 - November 2021
Software Engineer

- Built a customizable profile avatar feature for HBO Max which was used in over 200,000 profiles in the first week of release
- Designed and implemented the end-to-end advertising network infrastructure for HBOMax on iOS and tvOS
- Maintained a proprietary cross platform framework and its build infrastructure that is using a write once deploy anywhere paradigm targeting web, iOS, tvOS, Android, AndroidTV, TizenTV, PS4, Xbox, HiltonTV etc

Redfin Winter 2017
Software Engineer

- Reduced time to organize and send push notifications by 10% by building a data pipeline for push notifications using Apache Kafka
- Built a fault tolerant and highly scalable Apache Samza application that delivered email recommendations to over 5 million users
- Worked with the Hibernate framework to extend backend functionality for email notifications

Education

University of Waterloo 2018
Software Engineering

- Operating Systems; Databases; Algorithms; Concurrency;

Projects

Dreamote 2016
<http://devpost.com/software/dreamote>

Created a program that recognizes hand gestures on hand drawn widgets to change the behavior of LEDs on an Arduino board. It won third place in an Enghack hackathon

Watchdag 2016
<http://devpost.com/software/watchdags>

Created an application that implements facial recognition and tracking through a video feed. Used Microsoft Azure APIs for backend storage and used OpenCV for image processing

Skills

Languages

Python, Java, C++, Javascript, Typescript, Golang

Frameworks

React, Mobile Development, React Native, Kafka, Android, OpenCV

Specializations

Ads, Legal Compliance, Privacy, User Experience