

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 end-to-end anti-scam verification system for Australia and Singapore markets, partnering with legal and data science teams to protect \$2B+ in regulatory exposure. Built UI workflows and comprehensive logging infrastructure that tracks advertiser verification success/failure rates across the entire fraud detection pipeline, securing regulatory approval.
- Led cross-team compliance initiative for Vietnam's under-16 advertising restrictions, directing 2 engineers to build unified dashboard aggregating compliance data from multiple ads surfaces, coordinating regulatory adherence across platform teams.
- 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