

# 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

- Implemented legal compliance measures addressing anti-scam protections in the Ads Manager Platform across Australia and Singapore, safeguarding the company from potential fines amounting to billions of dollars.
- 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%.
- 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

- Developed accessibility features for HBOMax on mobile and desktop platforms to ensure ADA compliance and mitigate potential fines worth millions.
- 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

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

## Education

University of Waterloo

2018

Software Engineering

## 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