







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

- 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.
- Led full stack development of legal compliance features across Australia and Singapore to address anti-scam protections, partnering with legal, policy, and eng to avoid regulatory exposure in the billions. Built UI validation layers, logging infra, and backend audit trails.
- Conducted A/B experiments on UI changes to optimize advertiser experience and social posting metrics, driving data-driven UX/UI improvements that enhanced 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

- 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

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