

Jude Tillekeratne

Senior Software Engineer with 7+ 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

Senior Software Engineer

- Reduced advertiser setup time by 30% in Facebook Ads Manager, boosting DAU retention by 15% and lowering churn, by leading core UX and infra optimizations across frontend and backend systems.
- Led end-to-end development of legal compliance features addressing anti-scam protections across Australia and Singapore, partnering with legal, policy, and engineering to prevent regulatory fines in the billions.
- Designed and launched privacy-first advertising infrastructure adopted by major clients including Amazon and Wayfair, enabling outcome protection without compromising user data — now serving thousands of advertisers.
- Drove cross-functional alignment across legal, product, data science, and engineering to ensure reliable delivery of high-stakes features under regulatory and business pressure.
- Mentored junior engineers, conducted design reviews, and contributed to hiring loop for Ads Infra and Monetization orgs, helping uphold Meta’s engineering bar.

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](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](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