

Sampath Velupula

Principal Software Engineer

Pleasanton, California
(925) 998-3725
sampath.velupula@gmail.com

Experienced engineer with a passion for web/mobile/data in love with everything and a strong understanding of the fundamentals of computing and software development practices.

Technical Skills

Web Development - JavaScript - CSS - Typescript - React - Angular

Programming Languages - JavaScript - Python - Java - C++

Infrastructure - AWS - Docker - Jenkins - Shellscript

Data - Druid - Kafka - Storm - Hadoop

Experience

Principal Software Engineer — Yahoo Inc.

Jan 2019 → Current

Designing and developing major features of Flurry Mobile Analytics used in more than one million apps. (250K Developers, 1 Million Apps. 2.6 Billion Devices, 10 Billion Daily Sessions)

- A lead engineer on a team of 6 responsible for all things React & Node.js for the Flurry Analytics Developer Portal. This includes maintaining existing functionality, along with design and implementation of new features and functionality for our users. I also handle testing (unit & functional), along with maintaining our CI/CD pipeline using centrally-managed screwdriver.cd and Kubernetes.
- Defined architecture design for front (React) and middle (node.js) tiers.
- Designing and implementing Flurry Performance Metrics and Crash Report.
- Manage and develop features for Druid, HBase and Airflow
- Conceptualized and built core application functionality.
- Maintained application infrastructure (Kubernetes, CI/CD pipeline health, automated testing).
- Mentored and trained a team of 5.
- Acted as primary point of contact with internal dependent teams and premium third-party partners.
- Responsible for setting up Flurry's AWS infrastructure and migrating legacy services to AWS.
- Responsible for creating CI/CD pipelines for all of Flurry's services and migrating Flurry's entire front-end to Kubernetes.

Senior Software Engineer — Yahoo Inc.

May 2016 → Jan 2019

YAP(Yahoo's supply-side platform)

- Built VPAID JavaScript player to serve video ads with all functionalities supported by VPAID and VAST specs.
- Developed a native Adap.tv JavaScript viewability detection for JS player, so our JS player will be able to tell if an ad slot is in-view or not-in-view.
- Built page URL and ad slot size JS detection.
- Single-handedly developed a full-featured and mobile-friendly responsive UI to customize video ads and campaigns, as well as widgets, and view analytics reports along with an intuitive dashboard for the same.
- Worked with Analytics & Reporting team as well as user-facing console team.
- Design new APIs. Analyze performance tradeoffs. Provide better solutions.
- Design and architect the effort to bring all mobile app (including Yahoo O&O) supply through YAP, which allowed delivery of new features and across the board quickly.

Senior Software Engineer — Certent Inc.

Feb 2007 → Apr 2016

Certent (previously Equity Administration Solutions Inc.) combines world-class financial and SEC reporting along with a robust administration platform and participant portal for grant delivery, stock transactions and notifications. Certent's web-based collaboration platform has redefined the way companies manage and report on equity compensation and revolutionized the way stock administration is done.

- UI/UX Makeover – (Angular.js, C#, JavaScript, ASP.NET Web API/MVC, Entity Framework, Oracle)
- Notifications Module – MEAN (MongoDB, Express.js, Angular.js, Node.js), Socket.IO
- Section 16 Reporting – ASP.NET Web Forms, ADO.NET, ODP, Oracle
- Report Engine – jQuery, jQuery UI, ASP.NET Web Forms, Controls, Bootstrap
- Automation Framework – C#, xUnit, TeamCity, Selenium WebDriver, RESTSharp, MSBuild, Appium
- Reports/Services – WCF, ASP.NET Web Services, SOAP, Windows Services

Software Engineer — Marlabs, Inc.

May 2006 → Feb 2007

Designed and developed Connection Time Website (CTW). CTW is used to integrate with the service provider systems to develop partnership deals with customers for each of the communities. Windows service is used to update the Providers, Buyers, Hierarchy and addresses using the data feeds provided.

- Developed the administration web application and consumer web interfaces using ASP.NET 2.0 and C#.
- Worked on the modules implementing the business logic, data model and service model in C# and ADO.NET.
- Developed a Windows Service for processing the provider information, parsing the XML & CSV files and calling an XML Web Service.
- Designed and developed report generation module using LogiXML Reporting Services.

Application Developer — Stratum Global Inc.

Jun 2005 → Apr 2006

Stratum Global provides a complete integrated enterprise RFID software solution suite called TagNet.

- Developed, engineered and implemented TagMap™ application deployed on an RFID handheld computer/reader combination.
- Developed TagTrack™ application for Inventory Location Management using C#.

Volunteering**Instructor** — Whitebox Learning

Jan 2012 → Dec 2016

Taught Javascript, Java and frameworks to aspiring software engineers.

Projects**TalentScreen** — talentscreen.io

Jan 2017 → Jan 2021

Portal for Talent Management which includes NLP, real-time analytics with Druid

Education**Masters Computer Science** — North Dakota State University

Jan 2003 → Jan 2006

Awards**AMF (All Member Focused) Award** — Yahoo, Inc.

Jan 2019

Live NFL Streaming Project.

Publications**Tools to Aid Knowledge Management for Conference Resources** — North Dakota State University Oct 2006

Academic conferences provide an ideal outlet for the presentation of numerous articles and research papers,

often published in academic journals. Publications are generally provided in a standard format: Portable Document Format (PDF). While this format is useful because it offers consistency and a dependable method of information exchange, it lacks machine-friendly mechanisms for sorting, classifying, and searching information. To accomplish these necessary functions, conference data must first be enriched with metadata. The goal of this paper is to build a Conference Knowledge Management System where data can be parsed, manipulated, stored, queried, and accessed by users.

Languages

English — Fluent


Telugu — Native-speaker

Hindi — Fluent

Interests

Sports - Tennis - Badminton

Profiles

 **LinkedIn** — [linkedin.com/in/sampath-velupula-5322461/](https://www.linkedin.com/in/sampath-velupula-5322461/)

References

Paul Donnelly

“Available on request ”