

Shoaib Shaikh

Software Engineer

PROFESSIONAL EXPERIENCE

Amazon | Amazon Ads

Software Development Engineer 2

October 2021 - Present

Toronto, Ontario

- › Implemented an asynchronous, multi-threaded, rate-limited script using Java to boost device update throughput from ~10 to ~95 devices per second
- › Successfully onboarded new Kindle devices onto the Kindle Special Offer (KSO) ads program, increasing yearly revenue by ~\$1M+
- › Worked across multiple teams to launch ad inventory forecasting for Alexa, Physical Stores, Fire Tablet, and Prime Video; and also expand Sponsored Display ads for Authors
- › Expertly refactored legacy codebases without breaking production to comply with privacy initiatives such as the Digital Markets Act (DMA)
- › Executed API migrations by using shadow-calls to ensure a smooth transition without affecting production traffic
- › Independently proposed and executed a cloud cost reduction plan to right-size database instances through blue-green deployments, minimizing production downtime, and resulting in an 85% (\$694K) annual cost reduction

Amazon | Amazon Ads

Software Development Engineer

April 2020 - September 2021

Toronto, Ontario

- › Designed and implemented an intermediary service to facilitate the migration from a legacy decade-old advertising system to a modern stack
- › Expanded US-only web services to worldwide marketplaces
- › Implemented React web components shown to 100K+ daily active users

Amazon | Fulfillment by Amazon (FBA)

Software Development Engineer Intern

May 2019 - August 2019

Toronto, Ontario

- › Eliminated latency spikes caused by cold starts in AWS Lambda by implementing a caching strategy using S3, reducing API latency from 500 ms to <10 ms
- › Optimized storage read/write times by regionalizing S3 buckets and related integration tests
- › Developed a full-stack web application for internal debugging purposes to avoid tediously searching through logs

IBM

Software Developer Intern

May 2018 - May 2019

Markham, Ontario

- › Achieved 92% reduction in automated e2e test duration with a fail-fast strategy
- › Built DevOps automation and reporting tools to notify teams on Slack/email regarding CI/CD pipeline updates

✉ shoaibshaikh.ca@gmail.com

☎ +1 (647) 469-6373

💻 www.shoaibshaikh.ca

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EDUCATION

University of Toronto

HBCS - Computer Science (focus in Artificial Intelligence)

2015

SKILLS SUMMARY

Programming Languages

Java, Python, JavaScript/TypeScript, C/C++, C#, Kotlin, PHP

Web Development

HTML5/CSS3, Express, Node.js, Next.js, React, Vue, Angular

Mobile Development

Android, React Native

Dependency Injection

Dagger, Guice, Spring

Databases

DynamoDB, MongoDB, MySQL, PostgreSQL, Redis

CI/CD & Testing

Docker, Jenkins, TravisCI, Jest, JUnit, Mockito, Selenium

Cloud

Amazon Web Services (AWS), Google Firebase, Microsoft Azure

Data Science & Machine Learning

NumPy, pandas, PyTorch, scikit-learn, TensorFlow

Version Control

Git/GitHub/GitLab

TECHNICAL INTERESTS

- › Automation
- › Digital Transformation
- › Microservices Architecture
- › Scaling Cloud Infrastructure
- › Software Lifecycle (Maintenance/Migration/Deprecation)