

VIGNESH NARAYANAN

San Jose, CA · asuvignesh@gmail.com · 4802781570 · <http://vignesh.today/>

EXPERIENCE

LinkedIn

Software Engineer

Sunnyvale, CA
May 2022 - Present

- Led development of a centralized Marketing Technology hub, optimizing lead capture, enhancement, matching, filtering, prioritization, and routing processes, driving billions in revenue.
- Spearheaded the Business Rules Management System (BRMS) project, streamlining lead flow and significantly impacting revenue.
- Developed automated bulk rule management capabilities, resulting in a 99% reduction in user time spent on BRMS rule creation.
- Developed fractional SLA capabilities, directly contributing to a \$10M-\$15M annual revenue increase.
- Managed the BRMS observability framework, reducing false positives in alert management by 70%, saving developers 3.5 hours daily.
- Integrated an AI assistant with BRMS, accelerating rule creation and search times from 5 minutes to 30 seconds, significantly improving user efficiency.
- Led calendaring & chatbot project to improve advertiser access to Account Strategists, resulting in a 15% increase in potential lead conversion rate.
- Technologies: Kafka, Java, React, and TypeScript.

Meta (Formerly Facebook)

Software Engineer

Menlo Park, CA
Jul 2020 - May 2022

- Worked on Creator Studio, the leading platform for publishers and creators to manage their entire content portfolio across Facebook and Instagram.
- Enabled creators to easily publish content across various channels (News Feed, Stories, Groups, Instagram), expanding their reach by over 25% and audience engagement by 50%.
- Provided valuable insights into content performance and audience demographics, empowering creators to optimize their content strategy and A/B test their content.
- Integrated a unified inbox for managing Facebook and Instagram comments and DMs, streamlining communication and strengthening creator-audience relationships.
- Technologies: PHP, Hack, GraphQL, React

Alexa

Software Engineer

Sunnyvale, CA
Feb 2019 - Jun 2020

- Developed the core Alexa Conversations Developer Experience preview, revolutionizing natural voice experiences on Alexa.
- Enabled developers to create more natural, flexible, and multi-turn dialogs with significantly less effort, 50% less code, and 35% less training data.
- Simplified skill integration by allowing seamless multi-skill conversations without explicit invocation or unnecessary context repetition.
- Developed an AI-driven dialog manager and a sophisticated dialog simulation engine that automates 50% more data generation.
- Technologies: Java, React

Amazon

Software Engineer

Sunnyvale, CA & Seattle, WA
Feb 2016 - Jan 2019

- Successfully migrated a critical portion of the Amazon.com homepage from legacy Perl/Mason to modern React, significantly improving performance and maintainability.
- Developed a personalized heads-up display widget that revolutionized the customer experience across various device types through a combination of static and personalized content, catering to diverse global audiences.
- Provided a single-point access for managing order tracking, returns, deliveries, and upcoming Prime Video/Kindle content.

- Delivered personalized product recommendations based on usage patterns, resulting in an 8% increase in sales from widget clicks.
- Implemented a lazy loading mechanism with infinite scroll, enhancing user engagement and exploration which improved user retention rate by 5%.
- Technologies: Java, React, Perl, Mason

Electronic Arts

Software Engineer Intern

Austin, TX

May 2015 - Aug 2015

- Developed a service for the open-source Graphite architecture using vRealize Automation Application Services 6.2, automating cloud provisioning and enhancing operational efficiency.
- Automated the complete application provisioning process, including deployment, configuration, and updates of application components and dependent middleware services on infrastructure clouds saving 25% of developer time spent on these tasks.
- Analyzed workload requirements to optimize cloud deployment strategies, driving down hosting costs by 15%, improving service quality by 10%, and increasing agility to support business growth.
- Improved operational efficiency by automating server builds, deployments, monitoring, and alerting, resulting in a 50% reduction in time spent on manual dependency tracking.
- Technologies: vSphere, vRealize Automation (vRA), vCloud Automation Center (vCAC), vCenter/vRealize Orchestrator (vRO)

EDUCATION

Arizona State University

Master of Science Computer Science *GPA: 3.9 / 4*

Tempe, AZ

Jan 2014 - Dec 2015

College of Engineering, Guindy

Bachelor of Engineering Computer Science *GPA: 9.2 / 10*

Chennai, India

Aug 2009 - Jul 2013

PUBLICATIONS

- [1] Automated Planning for Peer-to-peer Teaming and its Evaluation in Remote Human-Robot Interaction** in the *10th ACM/IEEE Intl. Conf on Human Robot Interaction (HRI)*, 2015.
- [2] A Human Factors Analysis of Proactive Assistance in Human-robot Teaming** in the *IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS)*, 2015.
- [3] Value Added Services on Stationary Vehicular Cloud** in the *Distributed Computing and Internet Technology Lecture Notes in Computer Science - Springer Volume 8337*, 2014, pp 92-97.
- [4] Automatic Question Generator in Tamil** in the *International Journal of Engineering Research and Technology (IJERT)*, 2013

MENTORSHIP

I actively advocate for LinkedIn's Possibilities in Tech Scholarship by promoting the program, recruiting mentors, and driving increased participation. I contribute to the program's effectiveness through active involvement in events, enhancing opportunities for underrepresented students in tech.

I actively mentor two students, Shaun Karani (CS Major @ Princeton) and Yasmeen Galal (CS Major @ Harvard), providing guidance on technical education, career development, and college transition.

I conduct monthly meetings with mentees, providing tailored support and resources to overcome challenges and succeed academically and professionally, including helping Shaun secure a successful internship offer through interview coaching, networking, and resources, and supporting Yasmeen's academic development by ensuring she has the tools for success.

<https://careers.linkedin.com/pathways-programs/possibilities-scholarship>