

William Granados

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Employment

Reddit, Software Engineer III, Ads Targeting

Toronto

Tech: Golang, Scala, Python, React, Terraform, Docker, Kubernetes, Kafka, Thrift, gRPC

2022 - Present

- Owned the architecture and execution of complex, full-stack ad experiments including data pipelines, storage layers, ad serving, and real-time metrics infra while ensuring high standards in documentation, observability, and testing. I delivered these projects on time, resulting in major wins for our interest, gender, pixel, and geolocation targeting products, unlocking high-value monetization windows for customers.
- Led the technical planning and execution of critical infrastructure upgrades including: data governance, Spark upgrades, gRPC migrations, and DSA compliance across major services. These efforts improved engineering velocity, reduced experiment spin-up time, and minimized production bugs by addressing tech debt and streamlining developer workflows.
- Conducted 20+ technical interviews and actively mentored junior engineers, offering actionable feedback through code reviews, pair programming, and 1:1s. Shared learnings from conferences and new technologies while also identifying and driving improvements in internal tooling to boost team productivity and developer experience.

TripAdvisor, Software Engineer II, Ads Experience

Remote

Tech: Java, React, Typescript, GraphQL, Hive, Tableau, Snowflake, Postgres, Google Ad Manager

2020-2022

- Led high-impact features, experiments, and large-scale code refactors for ad surfaces across the site, including the Layout Shift project which introduced backfill ads for placements without server responses. This directly increased ad revenue, including in ad-block scenarios, by improving impressions, viewability, and CTR.
- Enhanced header bidding performance by cleaning up targeting logic and integrating a cookieless identity solution using Liveramp via Prebid.js and Google Tag Manager SDK. Collaborated with external vendors to enable user association across platforms, boosting bid quality while preparing the stack for a cookieless future.
- Independently planned and executed the monthly rollout of Travelers Choice, a consumer-facing product highlighting top-rated businesses. Modernized outdated databases and microservices to support CSV-based data ingestion and SQL-driven ranking, ensuring data integrity for thousands of businesses. Coordinated cross-functional redesign efforts based on user feedback and managed QA across the stack.

Education

University of Toronto

2015-2020

Bachelors of Science, Computer Science and Statistics

- Courses: OS, Systems, Software Design, HCI, AI, Functional Programming, Compiler Optimization, Security, Databases, Intro to Software Engineering
- TA: Intro to CS, Algorithm Design, Data Structures

Achievements

- Bronze Medallist, Canadian Computing Olympiad
 - Honorable mention, East Central NA ICPC
 - Student Coach, ICPC team placing 21st of 130 teams
 - Diamond (Flex Q) Season 2024 in League of Legends, and TeamFight Tactics SoloQ Set 10 environment
 - Acoustic and electric guitar player at beginner proficiency
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Technical Skills

Languages/Other: C, C++, Ruby, Scala, Spring, Haskell, \LaTeX , HTML, CSS, XML, LLVM, Vim, MongoDB, Neo4j

Open Source Contributions: PokemonShowdown, Matplotlib, Pandas