William Granados

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Employment

Reddit, Software Engineer III, Ads Targeting   **Toronto**
Tech: Golang, Scala, Python, React, Terraform, Docker, Kubernetes, Kafka, BigQuery, 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 code quality, 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 advertisers.

– Led the technical planning and execution of critical infrastructure upgrades including: scala+spark EMR to K8s migration, thrift to 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 best practices on new technologies while also identifying and driving improvements on 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. These changes increased key metrics (revenue, impressions, CTR) and unlocked new B2C opportunities via redirected traffic.

– 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. Orchestraded changes across FE + BE + database layers to support both human based + SQL-driven ranking, ensuring data integrity + correctness for ten of thousands of businesses

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Education	**Achievements**

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

- 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

Addtional Technologies: C, C++, Postman, Cassandra, Postgress, Redux, OpenApi , Vim, Druid, CI/CD, UI tests
Open Source Contributions (University): PokemonShowdown, Matplotlib, Pandas