

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 full-stack ad experiments, including data pipelines, ad serving, and real-time metrics infrastructure, delivering major wins in targeting products such as interest, pixel, and geolocation, which unlocked high-value monetization windows for advertisers.
- Spearheaded the design and rollout of City Targeting and Contextual Gender Targeting, collaborating with XFN teams to build scalable infrastructure, meet compliance requirements, and deliver \$10M+ in new ad revenue.
- Led infrastructure and cross-functional compliance projects (Apple Privacy, Thrift-to-gRPC migrations, DSA). Delivered outcomes including net-neutral revenue and <10% KCPA3 loss on Pixel Retargeting, improved end-point availability/latency, and accelerated engineering velocity from 1 week to 1 day while reducing risks.
- Conducted 20+ technical interviews and mentored junior engineers via code reviews, pair programming, and 1:1s. Improved developer productivity by driving enhancements to internal tools and sharing knowledge from conferences.
- Participated in on-call rotations across a large product surface, resolving Sev1/2 incidents and completing post-mortems within 1 week; improved runbooks and onboarded new engineers on best practices.

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 and large-scale refactors across ad surfaces, including the Layout Shift project that introduced backfill ads. Boosted impressions, CTR, and revenue while enabling B2C monetization through redirected traffic.
- Improved header bidding performance by refactoring targeting logic and integrating Liveramps cookieless solution via Prebid.js and Google Tag Manager. Collaborated with vendors to boost bid quality and prep for a cookieless future.
- Planned and executed the monthly rollout of Travelers Choice, a consumer product surfacing top-rated businesses. Delivered end-to-end changes across frontend, backend, and database layers with robust support for human + SQL-driven rankings.

Education

University of Toronto

2015-2020

Bachelors of Science, Computer Science and Statistics

- Teaching Assistant for Algorithm Design and Data Structures courses.
- Co-founded CSEC (Enrichment Club), connecting students with alumni in industry; running for over 10 years.

Achievements / Hobbies

- Bronze Medallist, Canadian Computing Olympiad
- Student Coach, ICPC team placing 21st of 130 teams against top universities
- Reached Diamond in League of Legends, and Team-Fight Tactics SoloQ (1% of player-base)
- Beginner-level acoustic and electric guitar player; may play wonderwall at team outings

Technical Skills

Additional Technologies: Postman, Cassandra, PostgreSQL, Redux, OpenApi, Vim, Druid, CI/CD

Open Source Contributions (University): PokemonShowdown, Matplotlib, Pandas