Bhavik Shah

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EXPERIENCE

- **LinkedIn**, *Marketing Identity* — **Senior Software Engineer** — *Sunnyvale, CA, August 2021 - Present*
  - Led the implementation of nearline Apache Samza data pipeline for LQdN-compliance and ad events de-identification to enable seamless billing and analytics while preserving user privacy affecting $4 billion ads revenue. (5 engineers)
  - Onboarded Revenue Attribution Report workflows onto the group platform, resulting in impact of $142M in FY24 and $413M in FY25 revenue.
  - Implemented workflows for the ingestion of user observation data into LinkedIn's graph-based algorithm, enhancing targeted advertising capabilities based on IP, addressing challenges posed by cookie loss.
  - Led team in developing offline and nearline platform using Apache Spark and Samza, processing terabytes of data for group identity management while ensuring security and ATT compliance.(6 engineers)
  - Reduced annual costs by approximately $2 million through optimizing and fine-tuning the Samza pipeline.
  - Led a mock interview session for recent graduates, providing guidance for coding interviews. The session, attended by 193 students, achieved a Net Promoter Score of 81.
  - Defined and owned on-call handoff process for the team, and regularly conducting oncall retrospective.(6 engineers)
  - Created metrics, alerts, and comprehensive runbooks for offline and nearline systems, enabling the team to efficiently identify, navigate and resolve incidents.

  Technologies & Languages: Apache Samza, Apache Spark, Apache Kafka, Java, Scala, Python, SQL, Git

- **Amazon Web Services**, *RDS* — **Software Engineer II** — *Palo Alto, CA, April 2020 - August 2021*
  - Led MySQL engine team effort for AWS RDS Multi-AZ with two readable standby launch and work on distributed consensus software for health check and recovery from failure use cases.(5 engineers)
  - Spearheaded Oncall Ticket Reduction sprints to reduce operational load on multiple PatchDB Workflows and Point In Time Restore, resulting in a significant reduction of tickets from approximately 175/week to approximately 50/week.

  Technologies & Languages: AWS RDS (MySQL, Postgres), AWS EC2, Java, Go, SQL, Git

- **Amazon**, *Search; HCX* — **Software Engineer II** — *Seattle, WA, Jun 2016 - April 2020*
  - Design and implementation of "Are You a Fan of" widget based on Geo Location. It ranked as one of the best performing widget on amazon.com homepage with peak traffic of 200k tps.
  - Led the successful migration of the checklist service's database from a key-value based system to a graph-based system, resulting in improved data management and more efficient querying.
  - Designed and implemented an innovative mechanism to handle cold-start, resulting in a significant reduction of latency spikes from 1 second to 300 milliseconds post-deployment.
  - Developed multiple components of a multi-threaded service, creating a graph to consolidate responses from dependent services and display them on Amazon's product list search page.
  - Led Q4 peak Operational Excellence workstream, implementing service monitors, circuit breakers, alarms, and dashboards. Conducted thorough stress testing, swiftly addressing and resolving issues during high traffic periods. (10 engineers)

  Technologies & Languages: AWS DynamoDB, AWS EC2, Spring Boot, Java, Javascript, Perl, Git

- **Cybage Software**, *TravelClick* — **Software Developer** — *Pune, India, Jun 2012 - April 2014*

EDUCATION

- **Masters in Computer Science** GPA: 3.72 — Indiana University Bloomington — Aug. 2014 - May. 2016
- **Bachelor of Engineering in Information Technology** — University of Pune — Aug. 2008 – May. 2012