

Rishi Dua

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Toronto, Canada

EDUCATION

IIT DELHI, INDIA

**B.TECH & M.TECH
DUAL DEGREE**
Electrical Engineering
2010 - 2015 | GPA: 8.5
Teaching Assistant for
Digital Signal Processing

NTHU, TAIWAN

2012 | Exchange scholarship

SKILLS

- Java • API Design
- Large scale migrations
- Cross team collaborations
- Dart (readability reviewer)

SIDE PROJECTS

Apps on Google Play

Drinkify, drink recommender
PaletteArt, a photo editor
React Your Way, ProductHunt
(goo.gl/ayncKg)

Teaching at Google

ML Bootcamp - Malaysia
Intro to TensorFlow
CA, NY, India

Grow with Google
OK, AL, NC, NM

Applied CS with Android
India

PUBLICATION

Tunable optical switching
[Optics Express 2017](#)

AWARDS

- 25 Bravo awards at LinkedIn
- 8 spot, 4 peer bonus at Google
- 3rd in CanSat competition
40 teams from 28 countries
- All India 386 in IIT-JEE exam

LINKEDIN | ADS - CORE API TEAM

AUG 2019 – PRESENT

Engineering Manager

Toronto, ON

- Managing the team that owns the API experience for brands to manage communities on LinkedIn, including APIs for Organic formats and Social Listening

Staff Software Engineer

Toronto, ON

- Tech lead and owner for content creation APIs, supporting a \$XM/qtr ad spend
- Launched first Ads APIs designed outside-in, providing technical guidance within and outside Ads, and setting up company-wide rules for external-only API schemas
- Reviewing API changes across LinkedIn as part of Data Model Review Committee
- Won 2021 Eng Award for leadership, given to one engineer at the company

Senior Software Engineer

Sunnyvale, CA

- Led migration of Core APIs to new standardized error format, **increasing spend by 2.5%**, campaign **completion rate by 3.3%** and **22.7% fewer support** tickets
- Interviewed Enterprise customers, evaluated data on customer complaints, drove adoption of standardized errors among external customers and internal teams
- Designed a versioning strategy along with Ads, platform and infrastructure teams, to streamline making breaking changes to LinkedIn's API for enterprise customers

GOOGLE | SOFTWARE ENGINEER

JUL 2015 - AUG 2019

Hotels Search Ads

Mountain View, CA

- Designed and built review writing experience end to end, on Google Search and Maps, resulting in longer review text and structured trip data. Collaborated with Maps APIs, storage infrastructure, and search frameworks teams, as well as cross-function including product, UX, legal, and privacy.
- Owned integration with Opinion Rewards, generating 1K+ hotel review surveys daily

Video Ads Creation - YouTube

San Bruno, CA

- First engineer on front-end of YT Director Mix, enabling advertisers to create multiple variations from a single video ad. ([TechCrunch](#), [Business Insider](#))
- Architected a front-end server for Director Mix, using existing Java frameworks
- Implemented sharing projects/inviting users feature, for all YT Director products

Inbox by Gmail

Hyderabad, India

- Stabilized continuous memory and latency tests for the Inbox Android app
- Integrated profiling libraries with Inbox, Calendar, Docs, Sheets, Drive on Android
- Built a tool used by 50+ teams to visualize metrics and get regression alerts

NICTA | ML RESEARCH INTERN

MAY 2014 – JUL 2014

Fine-grained a model for early trend spotting on Twitter

Canberra, Australia

SONY | SOFTWARE ENGINEER INTERN

MAY 2013 – JUL 2013

Sentiment analysis of tweets and reviews to examine brand equity Tokyo, Japan

UW-MADISON | KHORANA SCHOLAR INTERN

MAY 2012 – JUL 2012

Wrote scripts to detect pivotal sequences in gene data

Madison, WI

TEKNOVATES | CO-FOUNDER

SEP 2011 – OCT 2014

Built CMS plugins and portals for online education and exams New Delhi, India