

# 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](https://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

- 30+ 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 / Staff Engineer

Toronto, ON

- Managed a team of 7 since Dec 2022 that owns the APIs for brands to manage communities on LinkedIn, including APIs for organic formats and Social Listening
- Built LinkedIn's first external Streaming API (\$XXM/yr inc. revenue). Influenced teams to integrate with LinkedIn Pages, Sales Navigator and gen AI initiatives
- Supported Eng Growth in Canada from 2 to 50+ eng running all-hands, events, awards etc. as a Canada Comms Lead and Toronto InDay Culture Champion

### 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
- Reviewed 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
- Drove adoption of standardized errors across the organization
- 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 reviews daily

### Video Ads Creation - YouTube

San Bruno, CA

- Architected and built the front-end of YT Director Mix, enabling advertisers to create multiple variations from a single video ad. ([TechCrunch](#), [Business Insider](#))
- Implemented sharing projects/inviting users feature, for all YT Director products

### Inbox by Gmail

Hyderabad, India

- 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