

# Chidu Nadig

## Software Engineer

### TECHNICAL TOOLS

Java  
Scala  
Python  
JavaScript

Spark  
Airflow  
Kafka

MySQL  
Redshift  
Cassandra

Spring Boot  
Hibernate  
Play Framework

AWS Resources

Agile Methods of Software  
Engineering

### PERSONAL ABILITIES

Problem Solver

Public Speaker

Fluent in German, Goethe  
Zertifikat-A2 by Goethe Institut

### CONTACT DETAILS

**Chidu Nadig**  
www.cnadig.com  
San Francisco, California.

E: chidu.nadig@gmail.com  
L: www.linkedin.com/in/cnadig  
M: +1-716-866-7573

### SUMMARY

Driven Software Engineer with 5 years of experience in building high volume backend applications to serve native and mobile advertisements.

### PROFESSIONAL EXPERIENCE

**Senior Software Engineer, Sovrn Commerce, Sovrn Holdings.** (formerly VigLink Inc.)  
San Francisco, California. *Feb 2017 – Present*

- Lead Data Engineer on the Sovrn Commerce team contributing to development, refinement and scaling of all large-scale data systems.
- Improved resiliency among interdependent Spark jobs by introducing Apache Airflow workflow management tool for recurring ETL jobs.
- Developed a Cookie Syncing feature, on the client-side JavaScript and backend APIs, to support tracking pixels from data partners to improve advertisement targeting.
- Implemented the OpenRTB-2.5 real time bidding platform to enable third party DSPs to integrate with the bidding microservice.
- Designed REST APIs on Spring Boot to support Publisher Earnings and Payments UI, by retrieving data from MySQL and Redshift Databases.
- Enhanced business analytics and insights for the Operations Team by introducing AWS Athena via Looker.
- Reduced turnaround time of daily publisher metrics by optimizing AWS Data Pipelines' runtime.
- Optimized query performance of AWS Redshift clusters and reduced AWS costs by designing query queues tailored to ETL and API usage.
- Implemented a real-time merchant campaign upload tool in Cassandra to enable merchants to buy into publisher inventory targeted by IAB categories and curated phrases.
- Enhanced performance and reinforced infrastructure security for all Spark Applications and AWS Data Pipelines via custom Amazon Machine Images.

**Software Engineer, AOL Platforms.** (formerly Millennial Media Inc.)  
San Francisco, California. *Jun 2014 – Aug 2016*

- Architected a First-Party Audience Segments Product into Pig and Spark applications pipeline to improve efficiency of campaign targeting.
- Established a 40-node cluster with Spark, Pig, MapReduce2 and Oozie to host daily production jobs.
- Optimized Spark Applications to improve data throughput from processing 250GB/day to 350GB/day on the same hardware.
- Aided team to quickly ramp-up AWS Lambda and EMR Technologies. Migrated from bare metal machines into AWS Clusters within one sprint cycle.
- Enabled business team to better optimize campaigns by giving them easy access to campaign metrics. This increased revenue by over \$100,000.
- Reduced render time of the Campaign Measurement Tool's front-end dashboard from 1 minute to less than 1 second by optimizing server-side MongoDB queries made by AngularJS Controllers.
- Introduced Test Driven Development and use of Scoverage to improve unit test coverage to 80% in all projects.

### ACADEMIA

**Master of Science, Computer Science and Engineering**  
The State University of New York at Buffalo. *Aug 2012 – May 2014*

**Bachelor of Engineering, Computer Science and Engineering**  
Visvesvaraya Technological University, India. *Aug 2008 – May 2012*