

Yash Shah

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EDUCATION

HARRISBURG UNIVERSITY
M.S. DATA ANALYTICS
2019-2022

UNIVERSITY OF TEXAS ARLINGTON
M.S. COMPUTER SCIENCE
2014-2016

GUJARAT TECHNOLOGICAL UNIVERSITY
B.E. COMPUTER ENGINEERING
2010-2014

SKILLS

- **Leadership & Management:** People leadership, coaching & mentoring, hiring & leveling, performance management, road-map ownership, execution strategy, delivery processes, stakeholder alignment, cross-team collaboration
- **Technical Expertise:** Distributed systems, microservices, data-intensive systems, platform re-architecture, streaming & analytics pipelines, API design
- **Programming Languages:** Java, Python, Typescript, C#, Ruby
- **Databases:** DynamoDB, PostgreSQL, Apache Druid, Redis, OpenSearch/ElasticSearch
- **Cloud Platforms:** AWS, Azure, Snowflake

AWARDS

- 3rd place in PrimeVideo AI hackathon
- 10 shoutout awards at Amazon
- HackMoto – 2019, 2nd Place and People’s Choice Award among 28 team
- HackMoto – 2018, 1st Place among 32 teams

CERTIFICATION

AWS Certified Developer – Associate –
License: AWS-AWA-9033

EXPERIENCE

APPLE | STAFF SOFTWARE ENGINEER / ENGINEERING MANAGER
JUNE 2025 – PRESENT Austin, TX

- Own quarterly roadmaps, sprint planning, execution tracking, and drive alignment with Product, DS, and Ads leadership.
- Re-architected the Apple Ads Attribution, Measurement & Reporting platform; migrated 10+ services into a unified platform, reducing time-to-market by 80%.
- Contributed to the transition of advertiser attribution to an on-device architecture, improving privacy for advertiser attribution while preserving measurement capabilities.
- Directed a multi-team initiative to migrate advertiser reporting to Apache Druid and established new Reporting API standards across advertiser-facing APIs, improving query performance, consistency, and scalability ([API Preview Guide](#)).
- Led the launch of Insights, a BI tool for advertisers, partnering closely with Product and UI teams to deliver thoughtful interactions and scalable reporting workflows ([Explore and Visualize Insights](#)).
- Designed a multi-domain architecture that enables rapid onboarding of new domains; this architecture is being piloted to power Ads on Maps ([Apple Ads on Maps](#)).

AMAZON

MARCH 2020 - June 2025

Sr. Software Development Engineer , TX

- Led a team of six engineers delivering integrations between Amazon External Fulfillment Systems and third-party warehouses.
- Modernized a 15-year-old legacy platform, improving developer velocity 45%, reducing on-boarding time by 7 weeks, and cutting operational load 14% (saving 75 SDE weeks).
- Directed high-impact programs including Amazon Optics (DE) and Project Haul, coordinating across product, and partner teams.

Software Development Engineer II , TX

- Served as Tech Lead for Prime Video ad cue-point generation, defining short-term and long-term architectures.
- Scaled cue-point, skip-intro, and end-credit detection using LLM and ML pipelines, improving accuracy 54% and reducing manual annotation 87%.
- Built the internal framework powering Skip Intro/Recap and future watch-control features.
- Led a team of three engineers and one applied scientist to detect director and writer credits, ensuring compliance with Directors and Writers Guilds of America and reducing compliance risk by \$100M.
- Collaborated with annotation teams to validate ML-generated timecodes, ensuring accuracy and quality.

Software Development Engineer II , Toronto, Canada

- Developed APIs for Amazon advertising campaigns, boosting North America ad spend by 27
- Owned end-to-end feature development (design, architecture, coding, testing), orchestrating UATs and global rollouts.

Software Development Engineer II , WA

- Contributed to the next-generation FulfillmentOS platform, designing a microservice delivering data in under 2 ms.
- Partnered with Product Managers, Scientists, and stakeholders on architecture and feature design.

MOTOROLA SOLUTIONS | SOFTWARE ENGINEER

SEPT 2017 – MARCH 2020

Chicago, IL

- Built cloud-based microservices for state/federal query search, powering 911 call centers and police workstations; designed APIs and schemas for seamless integration across Motorola products.
- Developed and secured C/.NET Node.js microservices using Twistlock, Fortify, and OWASP ZAP; deployed services to Azure Kubernetes with CI/CD pipeline.

ATOS SOLUTIONS | APPLICATION DEVELOPER

JULY 2016 – AUG 2017

Irving, TX

- Created a unified ServiceNow platform, integrating multiple cloud APIs for automated infrastructure provisioning using standardized templates.