

Jonathan Tsang

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Work Experience

Spotify **Software Engineer II, Ads API (MAAD - Audiences & Targeting)** August 2022 - Present

- Architected and shipped **pixel mapping platform** end-to-end: gRPC/BEAM record creation, admin proto, automated email notifications via Quicksilver, and verification workflows; resolved production gRPC timeout issues
- Authored RFC for **datasets x business manager** integration; built CRUD endpoints and led migration from BEAM to EIAM including backfill across ads-api and ads-measurement
- Built **mobile app entity endpoints** with double-write ADS/AMS sync, Liquibase database migration, and feature-flagged rollout; resolved breaking DB change and sync issues
- Led development of **audience targeting features**: custom audiences, daypart targeting (time-of-day scheduling), DMA targeting (market area geofencing), language expansion (7 to 23), ad category bypass, and lookalike learning status; managed feature flag rollouts with sandbox and production verification
- Led **incident management** and created runbooks for recurring issues; maintained on-call rotation and drove incident reviews using structured templates
- Authored tech spikes and RFCs for 3P tagging, pre-campaign audiences, AAR, and radius targeting; conducted interviews and served as sprint captain across multiple sprints

LinkedIn **Software Engineer** August 2020 - May 2022

- Worked on Guest Experience Team (pages of LinkedIn from logged out view)
- Wrote data fetchers and batch data loaders in **Java** for a mid-tier service implementing **GraphQL** and performed code reviews
- Coded and deployed accessibility changes to guest pages (jobs, homepage, feed, organization)
- Interviewed candidates and did on-call shifts

TheTradeDesk **Software Engineer Intern** January 2020 - June 2020

- Designed the schematization of log workflow for log ingestion on the Data Processing Team
- Incorporated **Avro schema** to C# code with integration and implementation into the codebase

LinkedIn **UI Engineer Intern** September 2019 - December 2019

- Developed an open-source **NPM Package** using Javascript, Babel, Webpack for Storybook with GlimmerJS rendering engine
- Made code changes to LinkedIn Guest pages to improve **accessibility and SEO** performance

Zenefits **Software Engineer Intern** May 2019 - August 2019

- Built cloud infrastructure on **AWS** using Docker, Ansible, Terraform with EC2 instances in containerized clusters, Autoscaling Groups, Load Balancers, VPC, and ECS

Okta **Software Engineer Intern** May 2018 - August 2018

- Developed back-end monitoring and feature history system for cell architecture using **Java, Spring, Hibernate**; created REST endpoints for feature management

Education

University of Waterloo **B.Sc Computer Science, Minor in Combinatorics and Optimization** 2014 - 2020

- Courses: Concurrency, Distributed Systems, Security, Networks, Algorithms, Operating Systems, Graphics

Awards

Competitive Programming **Weekly Contests**

- Leetcode: **Top 1.2% Globally**, 26th in Canada, rating of 2106

Skills

Languages: Java | Python | C++ | JavaScript **Technologies:** Git | Docker | AWS | SQL | gRPC | Protobuf |

Spring Boot | Maven | Kubernetes | GraphQL