Roni Peled

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GOAL

I am an ambitious individual seeking to leverage my skills in order to make a sizable impact on an industry leading product.

WORK EXPERIENCE

◇ **Software Development Engineer**. Amazon Prime Video, New York, New York.
(July 2021 – Present)

· Responsible for the availability and maintainability of Prime Video systems processing millions of transactions per second
· Led team in the development of new storefront recommendation strategies
· Led team effort to implement cross-region fail-over support
· Led the design of cross-team solution to address long-standing state management issues in the user-request life-cycle across several core storefront systems
· Discovered and implemented software optimizations, including distributed caching protocol risks, resulting in millions of dollars of infrastructure savings
· Managed the migration of the online content retrieval system powering 70% of content recommendations on the Prime Video storefront

◇ **Software Designer**. March Network, Ottawa, Ontario.
(January 2020 – July 2021)

· Led engineering efforts to introduce computer vision applications into the product line
· Collaborated with product managers to determine product requirements and ensure alignment given technical limitations
· Developed neural networks testing benchmarks to evaluate effectiveness for production
· Trained and tuned computer vision models for object detection and classification
· Optimized convolutional networks for inference on Nvidia Jetson and Ambarella CVflow
· Led effort to develop end-to-end customer facing system for face recognition using edge-computing for inference and cloud technology for search

◇ **Software Engineering Contractor**. Self-Employed, 1436 Matheson Road, Ottawa, Ontario.
(July 2018 – July 2021)

· Led a team of 3-4 people in the development of a bespoke data management platform
· Developed system for efficiently processing terabytes of geolocation data using geohashing
· Designed and automated data warehouse queries to determine advertising effectiveness using identity graphs, geolocation data, clickstream data, and impression data
· Developed data streaming pipeline to consume impression and click-stream data
· Introduced continuous integration and delivery for deployments to AWS, Docker, CloudFormation, and Kubernetes using CircleCI

EDUCATION

◇ **Carleton University**, Ottawa, Ontario.
B. Eng Electrical and Electronics Engineering
Final engineering project: *Web Robots. Supervised by Professor Howard M. Schwartz.*

REFERENCES

Available upon request.