

Shambhawi Prakash

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EXPERIENCE

- **Paytm** | Senior Software Engineer | *2021 to Present*
Project: Paytm Ads
 - As a part of real-time Ads selection, developed an algorithm for improved ad selection based on historical campaign data, achieving **single-digit millisecond latency** and handling up to **20k RPS**.
 - Participated in the development of a workflow management portal internal to PAYTM Advertisements (Automated Workflow Management). **Created APIs, Internal Jobs, and Flyway scripts**.
 - Worked on the development of the integration of customer engagements in Merchant-Offer Ads. Modified **APIs in Scala**, processed event data using **Kafka**, and modified the algorithm of pacing calculation.
 - Independently **led** the integration of a third-party segmentation engine into our existing Paytm Ads system, ensuring concurrent operation and implementing necessary fallbacks. Utilized **Reactive Programming** with Java to maintain a **high-throughput, low-latency** environment.
 - Developed and optimized the cashback module's scratch card flow, achieving **sub-10 millisecond latency using DynamoDB**. This project increased Merchant Offer Ads **revenue by 20%**.
 - Currently bearing primary ownership of **three Microservices**. They are responsible for handling the following- campaign performance reporting(service calls BigQuery), real-time budget spent and pacing calculation, campaign publishing and segment evaluation.
 - Responsibly monitoring on-call issues and active participation in design discussions to come up with optimal solutions.
- **HCL Technologies Pvt Ltd** | Software Engineer | *2019 to 2021*
Project: Banking Client Due Diligence Platform
 - Used Spring Boot to develop and maintain the client platform.
 - The project dealt with the required due diligence mandatory for the user before engaging into trading with the bank.
- **Unicorn Mark internship** | Intern | *2019*
 - Learnt the Basics of **Responsive Web Development** with React. Worked on an existing music store website revamping.

SKILLS

Java | Spring Boot | Hibernate | Postgres | MySql | Kafka | Microservices | Rest API | DynamoDB | Jenkins | Redis | Caffeine | AWS | Scala | Reactive Programing | Design Pattern | Grafana | Prometheus

EDUCATION

- **Bangalore Institute of Technology** : *(2015 to 2019)*
Bachelor of Education in Information Science and Engineering: CGPA - 7.5

ACHIEVEMENTS

- **Promoted** to Senior Software Engineer while working at Paytm.
- Received **Rising Star Award** while working at Paytm.
- **Active Participant** in Youth Parliament event in college.