Abhinesh

Software Development Engineer I

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Education

2014 - 2018 *Lovely Professional University, Punjab, India*

Bachelor of Technology, Computer Science Engineering (CGPA: 8.71/10)

Core Skill Set

Languages: C#, C++, Go, Python, Java, PHP

Backend: .Net, Spring

Database: MySQL, Redis, Firebase Realtime Database, MongoDB, CouchDB

Cloud services: AWS S3, Firebase, AWS Lambda

Version Control: Git

Others: Data Structures and Algorithms

Achievements

Secured 1st rank in Code Manthan organized on **Hackerrank**.

Secured 2nd rank in **Code Samurai** organised on Hackerearth.

Gold and Silver medalist in **Hackerrank** monthly contest.

Handles

Github: github.com/akgarhwal

Hackerrank: hackerrank.com/akgarhwal

LeetCode: leetcode.com/akgarhwal

CodeChef: codechef.com/users/akgarhwal

Website: akgarhwal.github.io

Additional Activities

Cypher Contributor - setting up questions for monthly programming contests.

Cypher Mentor - for the student programming community.

Campus Ambassador - for **GeeksforGeeks**.

Experience

July 2020 – Present *Software Engineer I | Zynga*

Zynga is a leading developer of the world's most popular social games that are played by millions of people around the world each day.

- Managing global release for localization libraries and tools.
- Designed and developed finnish support for an internationalization library which allows game teams to release games in finnish region.
- Designed and developed ordinal number support for an internationalization unity library.
- Designed and developed a feature which allows the game team to change any translated strings to provide a better experience for users.

Sep 2018 – July 2020 *Software Development Engineer I | Optmyzr, Inc.*

Optmyzr is a leading provider of enterprise-grade search marketing software for ad platforms like Google, Microsoft, Facebook and Amazon.

- **Ad Text Optimization** helps to identify high performing Ad content across thousands of Ads running in Google Ads accounts. It offers bulk optimizations for editing underperforming Ad text and for creating new Ads as per users' business strategy. The tool processed over 300M Ads and modified/created around 1M Ads in the last quarter, aiding user requirements like changing promotional offers, seasonal variations, etc.
- **PPC Policy and Audits Builder** facilitates an automated customizable framework to create account management policies (business-specific audit templates). It helps in streamlining pay-per-click account maintenance by regularly monitoring account health and suggesting optimization opportunities. The customizable policies are used by users for both rolled-up and granular analysis of an account's performance.
- **Multi-Account Budget Optimization** helps advertisers achieve their PPC budget goals across multiple ad platforms like Google, Microsoft, Facebook, and Amazon. The tool analyses historical spend data to forecast the cost of Ad campaigns, thus helping advertisers hit the right level of Ad spend. The tool also sets automatic alerts to curb overspending of budgets.
- **Account Blueprint** is a workflow streamlining solution for PPC Experts and Enterprise teams to effectively share best practices for account management. The solution templatizes specific recurring tasks and due dates for a similar set of accounts. It enables large teams to take timely action for assigned tasks.

Sep 2017 – Aug 2018 *Technical Intern | Synopsys, Inc.*

- Parallelized quality assurance checks to compute the accuracy and integrity of chip testing runsets. Clustered similar test designs together to be executed in one go. Profiled and analysed possible improvement opportunities to reduce the test run time to 8 hours which increased efficiency by 300%.
- Created a preliminary internal adapter tool to convert customer-specific data inputs into a standardized format. Parsed input data-sets to generate dependency maps and used topological sort to build required configurations. Streamlined the process of setting up the runset configuration which reduced the chances of human error.

Projects

Puzzle-X | *Android Application*

- Built a 2-D puzzle solver using Priority Queue and A*-Algorithm with Manhattan distance logic. The game generates a valid jumbled puzzle from any image of the user's choice in 3X3, 4X4, 5X5 grids. Players have to rearrange the jumbled blocks to get back the original image in minimum moves.

Valve | *NuGet Library*

- Valve is a simple to integrate sampling and code flow control library, which can perform sampling on an unknown size of identifiers. It was developed to fulfill the need to perform percentage based roll out of a certain feature for users.