

Alberto Li

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EDUCATION

Georgia Institute of Technology

Masters in Computer Science, GPA: 3.80/4.00

Bachelors in Computer Engineering, GPA: 3.92/4.00

Activities: GT RoboJackets, ECE2031 Teaching Assistant, Undergraduate Research Assistant

Atlanta, GA

Graduation Year: 2023

Graduation Year: 2019

WORK EXPERIENCE

Amazon Advertising

New York, NY

Senior Software Engineer (SDE III, SDE II)

Jan 2022 - Present

- **Led re-architecture of Amazon DSP landing page** serving millions of advertisers, consolidating alerts, campaigns, and recommendations into a unified dashboard that improved campaign management efficiency across Sponsored Ads and DSP workflows
- **Spearheaded Consolidated Ad Group initiative** enabling cross-platform advertising (Desktop, Mobile Web, Mobile App) through a single ad unit versus 3 separate ads, increasing targeting algorithm effectiveness and customer efficiency by over 50%
- **Designed and built backend infrastructure for Delivery Insights feature**, empowering customers to troubleshoot campaign performance issues in real-time and optimize advertising spend
- **Drove end-to-end development of Advertising Product Categories Public API**, expanding programmatic access for enterprise customers and enabling scalable campaign automation
- **Featured launches:** [Campaign Hub](#) | [AdGroup Consolidation](#) | [Delivery Insights](#) | [Product Categories Public API](#)

Amazon Web Services - Database Migration Service (AWS DMS)

Seattle, WA

Software Engineer (SDE II, SDE I)

March 2020 - Jan 2022

- **Optimized distributed capacity management** for DMS Replication Instances through improved load balancing and strategic On-Demand Capacity Reservations, reducing monthly Sev2 operational incidents by 80%+
- **Implemented TLS encryption** for core AWS DMS orchestration service, enhancing data security and enabling customer acquisition in regulated markets with stringent compliance requirements
- **Contributed to foundational build-out and launch of AWS DMS in Cape Town (CPT) region**, expanding global service footprint and reducing latency by 40%+ for African customers
- **Provided technical leadership** to acquired company (DB Best Technologies) for integration into the AWS DMS ecosystem, culminating in successful launch of AWS DMS Fleet Advisor at AWS re:Invent 2021

PROJECTS

Deep Learning Localization and Tracking Autonomous Blimp

Sept 2018 - May 2019

- Implemented firmware logic for sensing location and camera inputs, transmitting data via Bluetooth to on-host neural compute for real-time position estimation and object recognition
- Contributed to PCB hardware design, component soldering, and physical assembly
- [IEEE Paper](#) | [Project Demo](#)

Angel Sight: Monitoring Distracted Driving through Head Pose Estimation (1st place Auburn Hacks 2019) Feb 2019

- Designed OpenCV pose estimation system generating driver "distractedness" scores to enable insurance companies to reward safe driving through credit-based incentives
- [DevPost Demo](#)

PROFESSIONAL ACTIVITIES

Amazon Volunteer Interviewer

March 2021 – Present

- Conducted 30+ interviews (online assessment, full loop, internal assessment) across university recruiting, experienced hires, and internal mobility to "hire and develop the best"
- Provided structured feedback and calibration guidance to maintain Amazon's high hiring bar

ADDITIONAL

Skills: AWS, Java, Python, Javascript, Git, Bash/Shell, Linux, Distributed Systems, Flask

ADDITIONAL WORK EXPERIENCE

Goldman Sachs

New York, NY

Engineering Summer Analyst - Investment Banking Division

May 2019 - Aug 2019 [4 months]

- Developed full-stack features for Marquee Jupiter Shareholder Analytics Platform, enhancing data analysis and reporting capabilities for enterprise clients
- Designed regional ownership breakdown analysis module providing actionable geographic investment insights
- Automated complex Investment Banking Excel report generation, reducing manual creation time and minimizing errors

AT&T

Atlanta, GA

Software Engineering Co-Op

Sept 2018 - May 2019 [4 months]

- Focused on developing internal tools to enhance operational efficiency and team productivity

Exxon Mobil

Houston, TX

Software Engineer (Deferred Masters program to work full-time)

Aug 2019 - March 2020 [8 months]

Software Engineering Intern

May 2018 - Aug 2018 [4 months]

- Contributed to the full-stack rewrite of an HR application using React/Redux, .NET Core, and Entity Framework Core with a User-Centered Design approach, enhancing usability and performance
- Increased system stability and reduced user error rates through optimized architecture and intuitive interface design, resulting in a more reliable and efficient HR platform

Intel Corporation

Folsom, CA

Product Development Intern

Jan 2018 - May 2018 [5 months]

- Developed a reusable wrapper library to interface with server BIOS and BMC firmware via the IPMI protocol, creating a unified abstraction layer that simplified hardware testing automation

General Electric

Minden, NV

Embedded Systems Software Engineering Intern

May 2017 – Aug 2017 [4 months]

- Developed a real-time client-server application on QNX RTOS using C/C++ (server, Sockets API) and a C# front-end, creating a responsive system for critical hardware communication and control
- Created debugging and monitoring system, enabling real-time diagnostics that reduced product development cycles by an estimated 3 months

Florida Power & Light

Miami, FL

Software Engineering Intern

May 2016 – Aug 2016 [4 months]

- Designed and developed a custom questions log application using VBA and SQL Server for the Customer Accounting department, which increased data visibility and automated reporting to improve operational efficiency
- Led the full development lifecycle for the new application, managing stakeholder demos and coordinating with the training department to create job aids and training sessions, ensuring a smooth user adoption