PRIT SHETH

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WORK EXPERIENCE

META

Senior Software Engineer | Oct 2024 - Current

- Led architecture and development of a scalable frequency capping platform for Dynamic Ads within Meta's Ads recommendation stack, combining onsite engagement (impressions, clicks) with offsite conversions via batch and near–real-time streaming pipelines.
- Built a generic, policy-driven framework supporting per-user, per-ad, and per-campaign caps with dynamic tuning based on objective, cohorts, and signal quality
- Integrated capping into the final-stage Dynamic Ads recommendation stack as a low-latency ranking and delivery-control feature, enabling frequency-aware ad selection without impacting serving SLAs.
- Delivered $7M+ annualized iRev by reducing inefficient repeat exposure and improving delivery quality, while maintaining reliability requirements for large-scale Ads serving infrastructure.
- Built an internal LLM-powered AI agent for Ads debugging and operational support, leveraging retrieval over logs/metrics, prompt orchestration, and tool use to accelerate root-cause analysis and reduce investigation time for Ads delivery and serving issues.

STELLAR DEVELOPMENT FOUNDATION

Senior Software Engineer | Jun 2023 - Oct 2024

- Architected and developed new backend system for handling transactions and events in Stellar RPC service.
- Re-engineered the RPC service with optimized caching in Stellar Platform which reduced the latency of core endpoints by 48%.
- Led platform and SDK releases for enterprise deployments and global developer adoption across the Stellar ecosystem, collaborating with enterprise partners and the open-source community to deliver new features and production rollouts.

ROBINHOOD

Senior Software Engineer | Nov 2021 - Oct 2022

- Architected and implemented a State Machine as a Service platform using Python, Go, Redis, PostgreSQL, and AWS, enabling engineers to deploy complex product flows through JSON configuration in ~10 minutes instead of multi-week custom backend implementations.
- Built the core execution engine, transition framework, caching layer, and durable state store supporting UI-driven workflows with backend DB/RPC side effects, reducing duplicated product-flow engineering effort by ~42%.
- Drove adoption across 30+ product flows including crypto asset launches, onboarding, eligibility checks, and multi-step transaction experiences, standardizing workflow orchestration and accelerating new product launches by 3-5x.

DROPBOX

Software Engineer | Jun 2019 - Nov 2021

- Designed and built core collaboration features for Dropbox Spaces, a project-centric virtual workspace for teams, using Go, Python, Protobuf, and gRPC across Dropbox's existing collaboration ecosystem.
- Led a 4-engineer team through design reviews, sprint planning, on-call operations, and cross-functional execution, driving delivery across notifications, membership management, and workspace creation workflows.
- Developed backend services and APIs for Spaces creation, membership, and notification flows, integrating with existing Dropbox identity, sharing, and collaboration systems while monitoring query performance and operational health.

QUANTSTAMP | YC W18

Founding Software Engineer | Jul 2017 - Aug 2018

- First Engineer on web product team, built the MVP from scratch
- Worked with the CEO and CTO to build an asynchronous backend system, allowing customers to receive their audit reports without having to wait after submission on the platform.

BARCLAYS

Senior Software Engineer | Mar 2015 - Jul 2017

- Developed modules in Payment/Fraud/Collection services which deals with millions of users requests on daily basis. [Java, Spring, AWS]
- Optimized the transaction/payment validation pipeline, reducing processing latency by 30% through asynchronous processing and batch transaction handling.
- Collaborated with the data science team to continuously update and refine fraud detection models, improving detection accuracy by 25%.
- Implemented rule-based decision engines to prioritize collection efforts based on customer profiles and payment histories.

EDUCATION

ARIZONA STATE UNIVERSITY

Master's in Computer Science | 2017 - 2019

4.0/4.0

NIRMA UNIVERSITY

Bachelor's in Computer Science | 2010 - 2014

SKILLS

ML | AI | LLM | Python | Go | Java | C++ | Typescript | Distributed Systems | AWS | gRPC | Kafka | Redis | Event driven design | Algorithms | Docker | Payment Gateway and FinTech

AWARDS

- **Winner of Think Tank Innovation** [Global Barclaycard US contest]: I was awarded by CTO and ExCo.
- 1st runner up at BfutureMind Hackathon: Developed Payment Aggregator to reduces the complexity of various payment gateways and different vendors.
- 2nd Runner up (Adaptive Coders) at **Topcoder humblefool Hackathon 2017** |Won 3rd Prize at IBM DSX ideation challenge.