

Ngoc Minh LE

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SENIOR SOFTWARE ENGINEER

- ◆ **Adaptable and Resilient Learner** with a demonstrated ability to rapidly master new technologies, frameworks, and methodologies, consistently delivering impactful solutions in fast-paced, evolving environments.
- ◆ **Agile Software Architecture Leader** with a deep expertise in designing and developing enterprise-grade applications using diverse technologies and programming languages.
- ◆ **AWS Certified Engineer** with hands-on experience and a focus on writing clean, maintainable, and testable code, skilled in building scalable, high-performance data pipelines, conducting advanced data analysis, and implementing innovative solutions to solve complex, real-world challenges.

KEY SKILLS

Big Data | Machine Learning | Agile Methodologies | Python | Java | JavaScript
Digital Advertising | Distributed Systems | Large Scale Systems
Microservices | Data Engineering | Data Ingestion | Leadership

PROFESSIONAL EXPERIENCE

iHeartMedia, New York City Metropolitan Area

October 2023 - November 2024

Senior Software Engineer

Developed a scalable microservice-based reporting system that integrated multi-source data, enabling cross-platform analytics and processing hundreds of reports daily.

- **Micro-Frontend:** Developed interactive, user-friendly interfaces using ReactJS and VueJS, seamlessly integrating with other services via REST API and GraphQL. This significantly enhanced the user experience and improved reporting capabilities.
- **Backend:** Designed and implemented scalable RESTful and message-based backend solutions using Falcon, Faust, Kafka and Dask. Delivered near-real-time data streaming and efficient processing workflows, integrating data from S3, Redshift, and DynamoDB to tackle complex AdTech challenges effectively.
- **Technical Solution:** Built a high-performance system leveraging Python, Kafka, and AWS tools. Utilized Dask for scalable data processing and developed a dynamic query builder and rule engine to enhance flexibility and efficiency.

Unified, New York City Metropolitan Area

November 2014 - October 2023

Lead Software Engineer Feb 2017 - Oct 2023

Led the team to transform social marketing using advanced data and proprietary technology, building an application with Python, Java, and TypeScript that managed \$5 billion in advertising data and executed \$1 billion in campaigns for global brands (2020).

- **Full-Stack Development:** Engineered intuitive micro-frontend interfaces with React and robust backend systems using gocrft/web, FastAPI and Spring Boot. Integrated advertising APIs to collect data and transform it into Redshift and Neo4j databases, ensuring seamless data management and accessibility.
- **Data Processing:** Managed data pipelines using Spark, Kafka Streams and Kafka Connect as the core of the ETL process, while utilizing materialized views in Redshift and RDS to pre-calculate and optimize data retrieval. These optimizations significantly improved performance and reduced query times.
- **Technical Approach:** Ensured system scalability and extensibility to support the integration of new social channels and maintain compatibility with updated API versions. Conducted regular service reviews, optimizations, and replacements to enhance security and overall performance. Leveraged Machine Learning to optimize Ad KPIs by analyzing content and historical statistics.
- **Project Management & Collaboration:** Streamlined project delivery using Agile methodologies and Jira, improving productivity through Work Breakdown Structures (WBS), knowledge sharing, and fostering effective cross-team collaboration.
- **Team Leadership:** Directed a high-performing team and collaborated closely with the Product team to strategically develop and execute the product roadmap, aligning team efforts with business objectives.

Senior Software Engineer Nov 2014 - Jan 2017

NashTech (part of Harvey Nash Group), Ho Chi Minh City, Vietnam November 2014 - October 2023
Technical Architect / Team Lead

- On behalf of NashTech, contributed to the Unified project: collaborated with offshore Unified teams in Vietnam and onshore teams in the United States to develop innovative software solutions across multiple projects
- Mentored junior developers, improving their technical skills and boosting overall team productivity.

Infonam, Ho Chi Minh City, Vietnam June 2014 - October 2014
Senior Software Engineer / Team Lead

ADDITIONAL RELEVANT EXPERIENCE

nResult, Ho Chi Minh City, Vietnam
Senior Software Engineer / Team Lead

Officience, Ho Chi Minh City, Vietnam
Software Engineer

Ideas Co. Ltd
Software Developer

EDUCATION

Bachelor of Science (B.Sc.) in Computing
University of Greenwich, London, England

CERTIFICATION

AWS Certified Machine Learning Engineer - Associate
Advance Your Python Skills for Data Science
React: Software Architecture
React: Design Patterns
Advance Your Data Engineering Skills
Develop Your Coaching Skills as a Leader or Manager
Coaching Skills for Leaders and Managers

AWARDS

Honored trainer (Certificate of appreciation)
Top Team Lead of the Year