

Nick Aceves

Full Stack Senior Software Engineer

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github.com/thenickestnick 

Skills

Languages: **Python, C#, C++, Java, Go, SQL, JavaScript**
Databases: **Google Cloud SQL, MSSQL, MySQL, MongoDB**
Web: **ASP.Net MVC, NodeJS, JQuery, HTML/CSS/JS**
Mobile: **Android (Java/Kotlin)**

AI/ML: **PyTorch/Lightning, TensorFlow/Keras**
Source Control: **Git, Mercurial, Perforce**
Cloud: **AWS, GCP**

Full stack generalist software engineer and technical leader, passionate about building AI infrastructure and applications. Equally comfortable writing new code, refactoring existing code, hunting pernicious bugs, writing tests, drafting design docs, or writing documentation. Values collaboration and has excellent interpersonal and written communication skills. Experienced at cultivating successful cross-functional relationships with product managers, designers, and executive leadership. Comfortable executing autonomously on ambiguous problems.

Experience

Cofounder and Lead Engineer - Pentaclex

Nov 2021 - Present *Remote*

Early stage company currently developing niche business software for legal education. Lead engineer, individually responsible for all aspects of product technical design and end-to-end implementation, including development, testing, configuration, monitoring, and deployment.

Sr. Software Engineer and Tech Lead - Google

Jul 2013 - Jun 2021 (8y) *Los Angeles, CA / Remote*

Google Lens | Tech Lead

Jan 2018 - Jun 2021

Led engineering team developing applications and system integrations for flagship hardware AI features on Pixel phones. Facilitated cross-team, cross-functional collaboration with hardware and middleware teams (e.g., Android API, firmware/drivers), to align on strategy, roadmap, and requirements. Organized collaboration with feature teams in other product areas to scope out uses for new hardware and identify possibilities for joint work. Participated in the executive review process of new hardware modules and their proposed applications. Implemented prototype and experimental mobile applications in Java to assess various AI models suitability for our use case. Fine tuned models for running on mobile ML accelerator hardware.

YouTube Video Ads | Tech Lead

Jan 2015 - Jan 2018

Engineering lead for YouTube homepage ads and Promoted Video Ads, collectively accounting for over \$1 billion in annual revenue. Worked closely with Product teams to align on product requirements, design, and roadmap. Launched redesigned Masthead ad unit on both youtube.com and the Android/iOS apps, netting revenue increases >\$100 million. Implemented monitoring, alerting, and incident playbook for ad types owned by my team. Implemented privacy-centric features to ensure compliance with evolving global legislation (e.g., GDPR). Designed and implemented critical components of ads serving and rendering infrastructure in C++ as part of YouTube's migration from Python to C++. Individual contributor during the YouTube Code Red "Adpocalypse", implementing methods for flagging and disabling ads on channels/videos and propagating those changes globally as fast as possible.

Provided technical leadership and individual contribution for video-centric brand ads on the internet's largest display ad network. Worked closely with PMs to align on feature requirements, milestones, and timelines. Led a team of three engineers to launch new product features while refactoring major portions of our codebase to improve both scalability and maintainability. Known as our team's JS expert; identified and fixed bugs in Google's company-wide JS compiler and linting tools. Revenue impact: >\$20M increase in annual revenue from ads products I was responsible for.

Director of Software Development - The Master's College

Sep 2008 - May 2013 (5y) Remote

Led the software engineering team and interns, providing strategic and technical direction for all projects. Interfaced directly with executive leadership for strategic and tactical decision making related to software technology. Facilitated cross-functional alignment with stakeholders across the organization. Oversaw major software migrations and upgrades to our organization's systems. Led my team in improving the robustness and maintainability of older software systems, including refactoring and rewrites when necessary. Established best practices such as version control, unit and integration testing, code reviews, and task tracking. Strong individual contributions in concert with technical leadership.

Software Engineer, City of Santa Clarita

2007 - 2008 (1y) Santa Clarita, CA

Responsible for maintaining and improving the city's internal software systems, with ownership of aspects of the software development lifecycle. Developed internal training management and tracking system to mitigate legal risk to the city and employees in high-risk jobs. Championed the engineering team's adoption of source control as a core philosophy and migrated codebase into SVN. Supervised and trained interns in the team's technology systems and business processes. Implemented search and SEO on the city's website using a Google Mini search appliance.

Jr. Software Architect, Qualcorp, Inc.

2006 - 2007 (1y) Santa Clarita, CA / Remote

Developed and maintained new features for the company's flagship software product. Facilitated cross-functional communication with clients to align on business requirements, milestones, and timelines. Introduced the engineering team to best practices such as source control, continuous integration, and code reviews. Migrated the engineering team away from COM and VB6, and onto Microsoft .NET 2.0.

Software Development Intern, The Master's College

2004 - 2006 (2y) Santa Clarita, CA

Developed web-based asset and defect tracking software for the college's IT staff. Maintained the college's website and intranet systems, including the student portal and Learning Management System.

Education

Bachelor's of Science, Computer Science - The Master's College, Santa Clarita, CA