



# David Titarenco

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## Professional Summary

Software engineer, serial entrepreneur, and published technical author with over a decade of professional experience seeking challenging and rewarding role as Project or Product Manager. Areas of expertise include gathering requirements, coordinating with multiple stakeholders, maintaining reliability, code quality auditing, and A/B testing. Other relevant experience: technical writing, marketing, media relations, and public speaking.

## Ownership, Startups, and Contributions

### PRODUCT OWNERSHIP

- **Programmatic Platform:** Took ownership of several key pipelines of this Edmunds.com product, including Salesforce integration, allowing it to scale to 300 dealers and more than \$1M/mo revenue. Participated in calls with Google and Facebook to negotiate policies and pricing.
- **Programmable LED Shoes:** At Electric Styles, managed and audited a group of contractors to ensure design specs were in line with CEO's expectations. Worked closely with contracted Apple sound engineers to perfect sound-responsive software and hardware.

### STARTUPS, BOOKS, AND OTHER CONTRIBUTIONS

- **Open Source:** Google Go ([golang.org/AUTHORS](http://golang.org/AUTHORS)), Kilim Multithreading Library ([kilim.malhar.net](http://kilim.malhar.net))
- **Publications:** *Dart for Absolute Beginners* (editor; Apress, ISBN#1430264810), *Introducing Meteor* (author; Apress, ISBN#1430268360)
- **Startups** (abridged list; for more, see [dvt.name/projects](http://dvt.name/projects)):

BoldFormula (2012)	Co-founded web analytics startup where our software synthesized website traffic data, giving key data points on how to increase conversion, PR coefficients, and SEO rankings. Pitched the technology to a group of investors in Las Vegas.
Game:ref (2015)	Built the world's first hardware anti-cheat device in a biz-dev/technical dual role. The press tour featured articles and interviews in PCGamer, Polygon, and Vice. Was invited to speak at the 2016 London eSports Betting Summit and was featured in a GoPro documentary about growing opportunities for investors in eSports.
spoiled.tv (2018)	Took a sabbatical to research, develop and market an app that crowdsourced scene-by-scene movie analysis. Built the app in 3 months using React and hosted it on Azure. Marketing on Facebook, Instagram, and reddit is ongoing.

## Professional Experience

### SENIOR SOFTWARE ENGINEER • EDMUNDS.COM, INC • JUL 2015 – OCT 2017

- Developed a high-throughput ad platform in partnership with Facebook that serves over 300 automotive dealers nationwide.
- Architected and implemented an ad solutions product that started out at \$250k/mo revenue, and scaled to more than \$1M/mo.
- Interviewed and mentored junior and senior engineers, growing the audience insights and ad solutions development teams.
- Managed team of off-site Belarusian developers, creating developer stories, handling code reviews, and merging relevant pull requests.

### LEAD SOFTWARE ENGINEER & PRODUCT DESIGNER • ELECTRIC STYLES, LLC • JUN 2014 – APR 2015

- Developed inventory management software using popular stochastic methods (e.g.: moving averages, autoregressive models).
- Designed and implemented novel interpreted scripting language used in embedded systems functioning on < 2kB SRAM.
- **Launched:** programmable LED shoes, sound-responsive LED hat, sound-responsive LED scarf.

### SENIOR SOFTWARE ENGINEER • METHOD STUDIOS • SEP – DEC 2014

- Re-architected in-house asset management tool used to sort, prune, and retrieve objects from petabyte-sized file system.

### FULL-STACK WEB DEVELOPER • UNIVERSITY OF CALIFORNIA, LOS ANGELES • FEB 2013 – JUN 2014

- Co-developed several high-profile UCLA projects: Bruin Day, UCLA Game Day, the UCLA Student Gateway, and others.

### BACK-END ENGINEER (CONTRACTUAL) • DRIP FEED BLASTS, LLC • APR – OCT 2011

- Developed and maintained a high-performance C++-based HTTP crawler that browsed more than 25,000 web pages daily.

### WEB CONTENT COORDINATOR • IRVINE CHAMBER OF COMMERCE • FEB 2006 – JAN 2007

- Organized and implemented a website overhaul using the Magnolia CMS and Prototype.

### SOFTWARE ENGINEER • NETFX MEDIA, LTD • OCT 2005 – JAN 2006

## Education

### BACHELOR OF ARTS • UCLA • MAGNA CUM LAUDE

- **Philosophy & Mathematical Logic:** 3.89 GPA