Aarya Atluri

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EDUCATION

The University of Texas at Austin   Austin, TX
B.Sc. Electrical & Computer Engineering   *2024*

EXPERIENCE

YouTube   San Bruno, CA
Software Engineer | OTT Recommendations | C++/Python   *Aug 2024 - Present*

- Design, implement, and improve YouTube TV and Primetime channel video and show machine learning recommendation pipeline to increase OTT revenue
- Experimented and launched NFL Sunday Ticket embargoed video ranking demotion and creator commentary airing recommendations for **2.8M+** paid subscribers to improve user experience and reduce churn

IMC Trading   Chicago, IL
Software Engineer Intern | Equity Options Strategy | Java/Python   *Jun 2024 - Aug 2024*

- Design and implement a trading component to compute and distribute options on Hittee Trading Engines based on expected profitability parameters

Google   Sunnyvale, CA
Software Engineer Intern | Argos Video Accelerator | C++   *Jun 2023 - Sep 2023*

- Modeled critical VTMON Thermal Sensors within GRM software simulation for the Argos ASIC chip, allowing for faster iteration and testing of firmware thermal throttling behaviour for **30k+** Argos chips
- Implemented a thermal throttling module that precisely utilizes CSRs to maximize performance, reproduce temperature regulation logic, and trigger throttling interrupts to optimize software throttling of video codecs
- Engineered a temperature injection framework utilizing gRPC to test critical firmware response to thermal events

Snap inc.   Palo Alto, CA
Software Engineer Intern | Ads Ranking | Python/BigQuery   *Apr 2023 - Jun 2023*

- Designed and implemented the Cappuccino conversion measurement framework into Snap ad ranking infrastructure to reduce inconsistency between ranking applications impacting **37M+** ad deployments daily
- Migrated training and calibration models to Cappuccino framework saving **$350K+** per year by reducing computation and tightening the training window

Nvidia   Santa Clara, CA
Software Engineer Intern | Automotive OS | C++/Java   *May 2022 – Aug 2022*

- Overhauled Android OS build targets for NVIDIA Shield TV on a generic Tegra chipset for use by **50+ engineers**
- Engineered an HAL pipeline to inject input events from host machine TCP Socket to android device for use within NVIDIA Omniverse development
- Designed and deployed dual-display and multi-zone audio features for NvGamecast and NvAndroidOSC system applications in Android Automotive OS and AndroidTV for **900k+** users

AMD   Santa Clara, CA
Embedded Software Engineer Intern | OpenBMC | C/Python   *Aug 2021 – Dec 2021*

- Developed OpenBMC firmware releases for customer reference boards increasing firmware usage by **12%** and driving an **18%** increase in efficiency for AMD data centers supported by Onyx workstation machines
- Programmed a firmware update and BIOS verification software with Redfish API deployed to **85%** of Xilinx servers

Sock Club   Austin, TX
Software Engineer Intern | Search Priority | Python/Ruby   *May 2021 – Aug 2021*

- Utilized OpenAI's GPT-3 API to generate SEO Content to gain traction through Google's backlink ranking system resulting in an increase of ~**3700 clicks** per day
- Integrated a streamlined product design tool API utilized by the operations team to automate design uploads to PostgreSQL, saving designers ~**4,500 hours** a year

NASA   Houston, TX
Software Engineer Intern | Core Mapping | Python   *May 2020 – Aug 2020*

- Collaborated with Masters students and engineers to research and develop an interruptible WFD(Wave Frontier Detector) Algorithm for use in autonomous semantic mapping and navigation
- Implemented a calibration algorithm for a network of Azure Kinect Cameras with utility in motion prediction