Arthur Boyd

Senior Software Engineer

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PROFESSIONAL SUMMARY

I am a dedicated software engineer with over 10 years of experience in building web and mobile applications. I excel in full-stack development, with a focus on frontend technologies like React and TypeScript, complemented by backend expertise. I am passionate about creating scalable, maintainable ad tech solutions that drive revenue growth and enhance user engagement. My impact-driven mindset and strong ownership enable me to solve complex problems independently and mentor teammates effectively.

EXPERIENCE

McKinsey & Company
Senior Software Engineer | 03/2021 – 06/2025, New York, NY
- Led end-to-end development of scalable ad products, increasing user engagement by 25% through innovative feature integrations and system optimizations.
- Collaborated with cross-functional teams including Data Science and Revenue Infrastructure to develop high-performance backend components supporting real-time ad delivery.
- Mentored junior developers, fostering best practices in code quality, testing, and deployment, resulting in a 15% reduction in bugs and deployment issues.
- Redesigned core architecture to improve system maintainability and scalability, reducing latency by 20% and supporting rapid iteration cycles.
- Implemented automated testing and CI/CD pipelines, accelerating release cycles by 30%, and ensuring high-quality software deployment.
- Contributed to open-source projects related to ad tech, enhancing community tools used in digital advertising workflows.
- Applied data analysis techniques to optimize ad targeting algorithms, increasing click-through rates by 10%.
- Developed and maintained RESTful APIs for seamless integration across multiple platform components.
- Led efforts to adopt TypeScript across the frontend, improving code quality and developer efficiency.
- Conducted code reviews and established coding standards, elevating team performance and product reliability.
- Participated in design discussions for new ad formats, influencing product roadmap and revenue strategies.
- Represented engineering in product planning, translating requirements into technical specifications and deliverables.
- Championed best practices for security and operational excellence, reducing vulnerabilities and downtime.
- Facilitated knowledge sharing sessions on system architecture and API design, boosting team expertise.
- Engaged in continuous learning to stay abreast of emerging ad tech trends, integrating relevant innovations into projects.

Netflix
Mid-Level Software Engineer | 02/2017 – 03/2021, Los Gatos, CA
- Developed frontend components using React and TypeScript, improving load times and user interaction metrics for advertising features.
- Collaborated with backend teams to integrate APIs, ensuring data consistency and system reliability for ad delivery platforms.
- Optimized mobile ad rendering in React Native, enhancing performance and user experience across devices.
- Participated in code reviews, contributing to team-wide improvements in code quality and adherence to best practices.
- Built reusable UI components, reducing development time for new features by 20%.
- Assisted in debugging production issues, quickly restoring service and minimizing user impact.
- Contributed to documentation of system architecture and API specifications, supporting onboarding and knowledge transfer.
- Implemented unit and integration tests, increasing test coverage and reducing post-deployment bugs.
- Supported continuous improvement initiatives, including performance tuning and security enhancements.
- Engaged in cross-team communication to ensure alignment on project goals and technical standards.

Corporate IT Solutions
Junior Web Developer | 08/2014 – 01/2017, San Clemente, CA

• Assisted in developing responsive UI features using HTML, CSS, and JavaScript, improving accessibility and user engagement.
• Maintained and updated existing web applications, fixing bugs and implementing small feature enhancements.
• Collaborated with designers to translate mockups into functional web pages adhering to branding guidelines.
• Participated in team meetings to learn best practices in full-stack development and client communication.
• Contributed to internal tools that improved workflow efficiency for the development team.
• Learned to utilize version control systems effectively, supporting collaborative coding efforts.
• Supported testing and deployment activities, gaining experience in CI/CD pipelines.
• Engaged in ongoing learning about ad tech and frontend frameworks to improve technical skills.

EDUCATION

Stanford University | 09/2010 – 05/2014, Stanford, CA
Bachelor of Science in Computer Science
ca ● ●3.75/4.0

SKILLS

ProgrammingLanguages: TypeScript, JavaScript, Python, Rust, HTML, CSS
FrameworksLibraries: React, React Native, Node.js, Express.js
ToolsAndPlatforms: Git, Jenkins, Jira, Docker, Kubernetes
Databases: MySQL, PostgreSQL, MongoDB, Redis
AdTechAndData: Ad delivery systems, Data analysis, Experimentation, API design
DevOpsAndCI/CD: CI/CD pipelines, Containerization, Monitoring
OpenSourceAndCollaboration: Open-source contributions, Code reviews, Mentorship

ADDITIONAL SKILLS

Leadership & Team Management: Mentoring, Cross-functional Collaboration, Training & Development
Business Process Automation: Workflow Design, Requirements Analysis, Process Reengineering
Communication & Client Engagement: Stakeholder Collaboration, User Training, Technical Documentation
Problem-Solving & Innovation: Troubleshooting, Performance Optimization, Solution Modernization