

JAMES ORELLANA

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EXPERIENCE

Cash App

Senior Software Engineer

San Francisco, CA

June 2023 - Present

- Improved Bitcoin product usage by 5% by adding post-order completion upsell flows that let users discover additional Bitcoin products such as Round-Ups and Paid-in-Bitcoin.
- Led and shipped Bitcoin Auto Invest and Bitcoin Boosts for Teens expanding access to automated Bitcoin investing and rewards for 50K+ teen users through cross-functional collab and project ownership
- Drove and executed limits migration for all Bitcoin buy/sell products to a centralized microservice enabling shared infrastructure, unified limit definitions, and lower system maintenance.
- Contributed to the USDC stablecoin prototype by updating cross-team compliance tooling, driving a 300M+ record backfill to unblock multi-token trading, and shipping UI updates for a stablecoin conversion flow.
- Debugged and backfilled 10M sponsored-account tax lot records into a new service, enabling migration from an unstable legacy CSV endpoint to the more reliable modern service.
- Led 2024 EOY tax reconciliation: categorized missing 1099B transactions for Bitcoin sells, drove fixes across tax/identity teams to deliver accurate IRS forms on time.
- Implemented lending velocity controls to enforce consecutive cash app loan limits, delivering a key compliance requirement and reducing regulatory risk for the lending product.

Twitter

Software Engineer

San Francisco, CA

August 2019 - January 2023

- Helped ship a new event driven recommendation engine powered by user milestones. Initial pilot provided a lift on user active minutes and user follows.
- Designed the expansion of the milestone service to continuously refresh and fan out candidate targets over time, accounting for evolving social graph relationships.
- Led and shipped migration of multiple user recommendation products to a new recommendation engine handling over 30k QPS.
- Debugged and scaled the new user recommendation service so bottlenecks could increase from 30k to 100k+ QPS.
- Modernized the internal server driven UI system by replacing enum-based object identifiers with strings, accelerating developer velocity.
- Provided mentorship and shepherded multiple recommendation projects that increased engagement, contributing to higher DAU and MAU.

Intel

Software Engineer

San Jose, CA

June 2018 - August 2019

- Led a team of four to build a web platform for scheduling autonomous vehicle (AV) ride-in/ride-out data collection. This replaced spreadsheet based workflows for AV technicians.
- Drove and shipped features such as recurrent ride scheduling, technician checklists, and sensor history views, improving reliability and usability of the AV data-collection process.
- Prototyped web-based video tool for camera footage sharing and ROSbag replay; integrated Python with C libraries for browser-native streaming and AV review.

SKILLS

Tools: Kotlin, Scala, Python, Node.js, Rust, Kafka, Cassandra, MySQL, HDFS, Mapreduce

PROJECTS

Blockchain Indexer *Rust, gRPC*

<https://github.com/DA0-DA0/dao-indexer/>

A cosmos blockchain indexer built in Rust which enabled data parsing of WASM based messages.

Components exist of an ingestion engine, and a processing engine.

EDUCATION

University of Maryland, Baltimore County

BS Computer Science

Baltimore, MD

September 2014 - May 2018