

MENI LIVNE

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Principal Software Engineer and Technical Architect specializing in highly scalable backend systems, complex data pipelines, and infrastructure optimization. Proven track record of driving business value through cross-functional collaboration, partnering directly with business departments to engineer solutions that optimize workflows, scale revenue, and generate massive cost savings. Led the foundational architecture from an early-stage startup to a successful exit.

PROFESSIONAL EXPERIENCE

Whitepages

A high-volume data platform serving identity verification, people search, and real estate products at scale.

Principal Software Engineer, Data & Web

2020-2026

- Spearheaded generative AI integration into core engineering workflows by driving the adoption and establishing organizational standards for AI coding using Claude Code, accelerating overall developer velocity
- Led the ground-up architecture and launch of a new consumer PropTech platform, engineering a highly scalable Typescript backend deployed on Cloudflare workers, integrating predictive machine learning models built in Python to generate automated, high-accuracy property valuations and rental income estimates at scale
- Led the implementation of Landon, the Whitepages AI real estate assistant using AWS Bedrock, OpenSearch-backed RAG architecture and LLM integration
- Conceptualized and drove the implementation of a centralized internal platform that accelerated the marketing department's experimentation velocity by 3x, directly unlocking new company revenue streams and earning the CEO spot bonus for outstanding business impact
- Partnered with the marketing department to drive conversion rate optimization (CRO) across user-facing properties, championing strict architectural standards for Core Web Vitals and technical SEO that directly improved organic reach and user acquisition
- Fostered a culture of engineering excellence by mentoring cross-functional teams, leading technical training sessions, and establishing best practices for system architecture

Senior Software Engineer, Data

2019-2020

- Rebuilt the core Whitepages data asset from scratch following a corporate spin-off, driving the implementation of a highly scalable data ingestion pipeline using Scala, Databricks, Elasticsearch and Prefect to power the company's central search product
- Spearheaded the search result optimization initiative across the organization
- Engineered six-figure cost savings in the backend systems by optimizing Elasticsearch infrastructure, allowing the company to use in-house solutions and bypass an expensive managed-hosting migration

Contacts+ (acquired by FullContact)

An industry-leading identity resolution platform and SaaS provider for professional contact management.

Senior Backend Architect, FullContact

2018-2019

- Directed the continued leadership of the Contacts+ backend and data asset development following the acquisition of Contacts+

Senior Software Architect, Contacts+

2012-2018

- Employee #1 at an early-stage startup, driving the ground-up architecture of a highly scalable backend and proprietary data asset leveraging MongoDB and Redis, that grew to support hundreds of thousands of daily active users and culminated in a successful exit
- Architected and deployed a high-throughput Node.js API layer, alongside complex data aggregation pipelines designed to synthesize millions of records from various sources into a unified, clean data model
- Engineered the native contacts management client app for Android, applying deep systems knowledge to optimize performance, memory allocation, and battery lifecycle across Dalvik and ART runtimes

EARLY CAREER HISTORY

2007-2011	Software Developer, R&D Team Leader, ViGSM
2006-2007	Software Developer, Atelis PLC
2005-2006	Software Developer, Winbond
2000-2004	Developer, KDE (Open Source Project)

CORE TECHNOLOGIES & ARCHITECTURES

Languages & Frameworks	Java, Scala, TypeScript, JavaScript, Python, C, C++, Perl, Shell Scripting
AI & Machine Learning	LLM Integration, RAG, AWS Bedrock, Claude Code, OpenRouter, OpenCode, Predictive ML Models
Cloud & Infrastructure	AWS (EC2, S3, Route 53, Lambda, IAM), Cloudflare (R2, Cloudflare Workers, WAF)
Databases & Data Stores	Elasticsearch/OpenSearch, MongoDB, DynamoDB, Redis/Valkey, PostgreSQL, MySQL
DevOps & Orchestration	Kubernetes, Docker, Terraform, Helm, Jenkins

EDUCATION

B.Sc., Computer Science, Tel Aviv University