

CHRISTOPHER GU

Senior Software Engineer | Java / Spring | Enterprise Integration & Data Transformation

Los Angeles, CA • (323) 915-2449 • chrisguadnet@gmail.com

GitHub: github.com/chrisgu | LinkedIn: linkedin.com/in/kriz-gu/

PROFESSIONAL SUMMARY

Senior Software Engineer and technical leader with 25+ years designing and delivering enterprise Java platforms, high-volume data transformation systems, and mission-critical partner integrations. Proven record modernizing legacy systems, building scalable ad-tech and media pipelines from the ground up, and leading distributed teams. Combines deep expertise in Spring Boot, XML/JSON processing, REST/SOAP, messaging, and SQL-heavy backends with practical experience in Docker, CI/CD, and AI-assisted engineering workflows. Seeks senior individual-contributor or technical-lead roles focused on enterprise integration, data platforms, and reliable high-scale services.

CORE COMPETENCIES

- **Java & Enterprise:** Java 8+, Spring Boot, Spring MVC, Hibernate/JPA, JOOQ, Maven, REST, SOAP, JMS
- **Integration & Data:** XML/JSON transformation, metadata workflows, ETL, partner APIs, document processing, message queues (AWS SQS/JMS)
- **Data Platforms:** PostgreSQL, MySQL, ClickHouse; SQL-heavy backend services and repository design
- **Distributed Systems & DevOps:** Microservices, Docker, GitHub Actions CI/CD, AWS, production deployment, Linux
- **Full-Stack (as needed):** TypeScript, JavaScript, ReactJS, AngularJS, NodeJS
- **Modern Practices:** AI-assisted development (Cursor, LLMs), RBAC, legacy modernization, technical leadership of distributed teams

PROFESSIONAL EXPERIENCE

Senior Software Engineer

Ad.net

June 2022 – May 2026

- Architected and operated enterprise ad-tech platforms using Java, Spring Boot, JOOQ, TypeScript, React, Docker, message queues, and relational/data-warehouse backends, supporting high-volume real-time bidding workloads.
- Designed and launched a scalable RTB ad server from scratch; integrated external partner APIs and data formats with Nativio, Criteo, and Klarna.
- Drove a core platform rewrite that modernized authentication, RBAC, messaging infrastructure, and service boundaries using Java/Spring Boot, JOOQ, Docker, and TypeScript.
- Implemented ETL pipelines against ClickHouse and delivered backend services requiring substantial SQL and structured-data processing.
- Established GitHub Actions CI pipelines for automated build, test, and deployment of both Java backend and TypeScript services; collaborated with distributed teams across the US, India, China, and Israel.

Team Lead – CSI Events Platform v2.0

A4Safe

April 2021 – June 2022

- Led a cross-functional team delivering enterprise retail solutions with Java 8, Spring Boot, Node.js, and AI technologies.
- Delivered a self-service event platform featuring a Java/Spring backend, PostgreSQL data store, and React/Angular front ends.
- Authored Solidity smart contracts to business specifications using Hardhat and OpenZeppelin ERC-20 libraries.

Team Lead – AI / Computer Vision

SmartShelf

April 2018 – February 2021

- Directed engineering teams building retail AI and computer-vision solutions with PyTorch and related toolchains.
- Delivered C#, C++, and Python platforms consumed by other developers and coordinated technical delivery with global retail clients.
- Implemented Java 8 blockchain backend services using EthereumJ and Web3 technologies.

Lead Java Developer & Systems Architect

Premiere Digital Services

April 2016 – June 2017

- Architected a next-generation digital-film quality-control system adopted by Lionsgate, Paramount, and other major studios.
- Replaced a legacy Python/BizTalk metadata transformation system with a Spring Boot MVC solution built from scratch, improving reliability and maintainability of document workflows.
- Modeled and executed complex business-process workflows with Bonita BPM while collaborating with distributed SCRUM teams.

Lead RTB Ad Exchange Integrations Engineer

DexiMedia / AdsGo / AMG / LiquidRTB

January 2015 – March 2016

- Built and productionized an open-source RTB server supporting programmatic buying and selling of display, rich-media, mobile, video, and native advertising.
- Completed partner integrations and certifications with Smaato, PubMatic, AppNexus, IPONWeb/Bidswitch, CPX Interactive/bRealtime, Adblade, and additional exchanges.

Senior Java Partner Integrations Engineer

CarsDirect.com / Internet Brands

July 2012 – October 2014

- Directed Java developers delivering partner integrations spanning REST services, SOAP lead services, Siebel management, and wholesale/day-trade lead systems.
- Overhauled a used-car VIN feed processor that supported multi-million-VIN partners and led a mobile performance-improvement initiative.
- Conducted technical interviews, peer code reviews, and engineering mentorship for the Java team.

Earlier Experience (Selected)

2003 – 2012

- **Senior Head of Secure Systems, Phunware / Tapit (2011–2012):** Hardened mobile reporting systems and improved device-level rollups and reporting accuracy.
- **Senior Programmer – OEM Digital Marketing, Matrix Consultants / American Suzuki Motor Corp. (2008–2011):** Owned delivery of Suzuki web properties (PHP/LAMP and Enterprise Java SE / Spring MVC); built the SuzukiAuto.com Build & Price configurator from scratch in under one week; managed 1,000+ dealer sites and 50%+ of release WAR builds.
- **Independent Developer / Entrepreneur (2003–2008):** Sold PHPMail, a large-scale web email system, to MDS America for \$175,000; delivered a pharmaceutical e-Pedigree system from RFC specifications that saved the client \$200,000 and received State of Florida approval; built and sold a white-label PHP social-networking platform while managing teams of 5–10 programmers.

EDUCATION & CERTIFICATIONS

- Finger Lakes Community College — Associate of Applied Science, Music Business
- BonitaSoft BPM 7.2.3 — Business Process Application Development Certificate (2016)
- Splunk University — Searching and Reporting with Splunk 6.4; Creating Splunk 6.5 Knowledge Objects (2016)

Available immediately • 25+ years of professional software engineering experience focused on enterprise integrations, structured data, APIs, and legacy-system modernization.