

Adrian Rivera Cardoso

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EXPERIENCE

- Software Engineer, Monetization ML/Ads, DoorDash** June 2024 – Present
- Owned and led Autobidding for Sponsored Products end-to-end (DRI), taking the platform from manual bidding to ML-driven optimization across large-scale production traffic.
 - Set technical direction for system objectives and long-term evolution (e.g., shifting from click-based to sales-driven optimization, introducing ROAS constraints). Influenced upstream and downstream interfaces through cross-team design reviews within the Ads organization.
 - Implemented and operated the core bidding and pacing logic, including bid computation, spend constraints, and production reliability at scale.
 - Operates at tens of thousands of QPS, supports hundreds of advertisers and campaigns, with significant annualized revenue impact; built for delayed feedback and imperfect predictions.
 - Drove cross-functional execution with Product and GTM; reviewed dependent system design docs and mentored engineers across multiple Ads teams. Featured publicly in [DoorDash Ads launch materials](#).
- Software Engineer (Machine Learning), LinkedIn** 2020 – June 2024
- Worked on machine learning systems for ads analytics, measurement, and targeting.
 - Contributed to production ML pipelines and algorithms used in advertiser-facing products, including privacy-preserving analytics and large-scale clustering for ad targeting.

EDUCATION

Georgia Institute of Technology — Ph.D. & M.S. Operations Research 2015–2019
The University of Texas at Austin — B.S. Mechanical Engineering; B.A. Economics 2012–2015

SELECTED PUBLICATIONS

1. **Cardoso, A. R.**, Abernethy J, Wang H. and Xu, H. “Competing Against Equilibria in Zero-Sum Games with Evolving Payoffs”. *Proceedings of the International Conference on Machine Learning (ICML)*, 2019.
 2. **Cardoso, A. R.**, Wang H. and Xu, H. “Large Scale Markov Decision Processes with Adversarial Rewards”. *Neural Information Processing Systems (NeurIPS)*, 2019.
- Service:* Reviewer for ICML (2020–23), NeurIPS (2020–23), AISTATS (2020–21), COLT (2020–23).

SKILLS

- Programming: Kotlin, Python, Scala, SQL
- Data & ML: PySpark, feature engineering, ML-driven decision systems
- Systems: large-scale distributed systems, online optimization
- Tooling: Git/GitHub, monitoring and alerting

AWARDS

- Fellow, Postdoctoral Networking Tour in Artificial Intelligence, German Academic Exchange Service Oct 2020
- Research Fellowship, Algorithms & Randomness Center Spring 2018
- Scholarship for Graduate Studies, CONACYT (Mexican NSF) 2015-2016
- E.D. Farmer Fellowship, The University of Texas 2012-2015