

# Harsh Daiya

<http://www.harshdaiya.com>

LinkedIn: harshdaiya

Email : [hello@harshdaiya.com](mailto:hello@harshdaiya.com)

Mobile : +1-402-313-9536

## WORK EXPERIENCE

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### • Braintree, A PayPal Company

Omaha, NE

*Staff Software Engineer - Risk Platform*

*March 2021 - Present*

- Led the team to build an AI Agent for Risk assessment using RAG to assess merchant risk, Used milvus for vectorDB and DeepSeek R1 open source LLM. Currently operating in shadow mode and creates cases in Salesforce based on its findings
- Working on a Foundational LLM model built ground up for Risk use cases in fintech. This model is being trained using natural and synthetic data on top of Qwen3
- Lead the Risk platform engineering team (9 Engineers, across 3 timezones) which is responsible for risk, fraud and compliance monitoring for Braintree, processing over **\$400 million** every month.
- Research and educate peers on latest industry trends on risk and fraud and how to enhance the platform to prevent fraud and abuse.
- Leading cross-functional collaboration between Product, Risk, and upstream data dependencies for the Business Risk platform.
- Build and maintain pyspark batch jobs running on EMR clusters supporting the Business Risk application.
- Monitored pipeline performance and proactively addressed issues to ensure data accuracy and pipeline efficiency.
- Proven ability to design, develop and maintain data pipelines, data lakes and data warehousing solutions.
- Implemented Airflow workflows to automate ETL processes and enable efficient scheduling and monitoring of data pipelines with security and compliance best practices..
- Successfully on-boarded and mentored new engineers to ensure their seamless integration into the team.
- Proficient in utilizing Terraform for automating the provisioning and management of AWS infrastructure and services, and skilled in deploying and scaling data engineering workloads using Docker & Kubernetes in a CI/CD environment.
- Strong understanding of data governance, security, IAM and compliance best practices in AWS environment.
- Proven ability to monitor and optimize performance of data pipelines and systems.
- Leading the effort of migration from Redshift to BigQuery as part of Data-lake consolidation.
- Strong understanding of data modeling, data warehousing and ETL best practices.
- Collaborating with the Global Data Science team to develop a risk classification model with a feedback loop, resulting in reduced false positives and increased efficiency for Risk Analysts.
- Leading the migration from AWS Redshift to Google BigQuery for the Business Risk application, as part of a broader unification initiative projected to save approximately **\$7 million** annually. Coordinating with cross-functional teams to ensure a seamless transition and minimize disruption to business operations.

### • PayPal Inc

Omaha, NE

*Senior Software Engineer - Developer Experience*

*February 2020 - March 2021*

- Led the web analytics efforts for external <https://developer.paypal.com> website with over **2 million** monthly users.
- Produced insights into user journey mapping and predicting points of friction and abandonment on the website.

- Implemented a revamped search experience on the website using state of the art Algolia crawler, improving document discover-ability.
- Implemented NLP to understand customer sentiment on the feedback data submitted via Qualtrics.

## • **PayPal Inc**

Omaha, NE

*Software Engineer, Merchant Support*

*March 2016 - February 2020*

- Managed and maintained a suite of Tableau dashboards, reports, and data jobs featuring key performance indicators for a 300-person Professional Services organization at PayPal.
- Managed and optimized web analytics for developer.paypal.com, a website with millions of monthly active users, to drive insights and improve user experience.
- Conducted a successful proof-of-concept for a Merchant Churn prediction model, seeking funding and approval from internal stakeholders after presenting the findings.
- Worked with Salesforce Service Cloud to analyze customer data and provide recommendations for improving customer experience.
- Extensive experience in Salesforce.com setup, Configuration, Customization, Administration(Certified id - 19656693), Data Migration & Mapping, and Integration.
- Built and deployed a self-service Merchant support chatbot using Watson to increase NPS score by 40%

## • **PayPal Inc**

Omaha, NE

*Software Engineer Intern, Professional Services*

*May 2015 - March 2016*

- Interned for the Global Professional Services unit, working on the Business Intelligence and reporting implementation for an Org of 300+ people.
- Consolidated various reports from Micro-strategy and other places into one central source of truth on Tableau thus reducing data duplication and improving decision quality.
- Worked on migration of Oracle Knowledge management and OBIEE to Tableau, saving over **\$400K** in Oracle licensing costs

## EDUCATION

### • **University of Nebraska**

Omaha, NE

*Master of Management of Information Systems; GPA: 3.9*

*Aug. 2014 – May. 2016*

### • **Mumbai University**

Mumbai, India

*Bachelor of Engineering in Information Technology; GPA: 3.66 (9.15/10.0)*

*Aug. 2008 – July. 2012*

## PROJECTS & SPEAKERSHIP

- **<https://harshdaiya.com>**: Professional personal website showcasing my skills, experience, and portfolio as a data engineer. Includes quantifiable achievements, testimonials and contact details.
- **<https://blog.harshdaiya.com>**: Personal blog that demonstrates my expertise in data engineering through technical articles, tutorials, and industry insights
- **<https://fight-fraud.org>**: Community educational site to spread awareness about different kinds of online frauds.
- Published technical blog posts on medium.com and dzone.com
- Conference speaker at MPC, Fin+AI and Heartland Developer conference 2024
- Google Scholar - Published papers

## PROGRAMMING SKILLS

- **Languages**: Python 3.x, JavaScript, SQL
- **Technologies**: AWS, Kafka, Airflow, MWAA, EMR, Athena, Redshift, BigQuery, Docker, Kubernetes, Spark