

Yashas Navaratna

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WORK EXPERIENCE

Salesforce

San Francisco, CA

Senior Solutions Engineer, Digital

October 2023 - Present

- Acted as the primary technical lead for Data Cloud within the Digital SMB West SE team, owning end-to-end customer engagements from discovery to technical close. Specialized in aligning complex data architecture needs with Salesforce's Data + AI platform.
- Influenced over \$1.5M+ in ACV in FY25 (my first year as an SE), including leading one of Digital SMB's largest Data Cloud + Einstein Personalization deals through multi-session discovery, executive alignment, and custom-built demos.
- Facilitated multiple in-person Data Cloud workshops in Irvine and San Francisco, aligning stakeholders across Sales, Marketing, and IT to drive consensus on Salesforce's data strategy, while enabling AEs to build robust pipeline with workshop-qualified leads.
- Engineered reusable demo assets incorporating Data Cloud Web SDK, and Zero-Copy Integration; applied full-stack experience to deliver sophisticated UIs, backend logic, and automation scripts now used across our SE team.
- Known internally as a highly technical SE who bridges deep platform knowledge with executive presence and customer storytelling—able to speak to both architecture and business value with equal fluency.

PayPal

San Francisco, CA

Full-Stack Software Engineer

June 2021 - October 2023

- Developed front-end React components and back-end frameworks using AWS, BigQuery and Elasticsearch to support real-time issue detection and resolution.
- Leveraged outstanding communication skills to effectively explain complex technical concepts to non-technical clients. These knowledge-sharing and Q&A sessions, with audiences of over 200+ engineers, facilitated the smooth onboarding of customers and resolved their queries, fostering satisfaction across key accounts.
- Successfully managed the product development lifecycle from ideation to launch, ensuring that projects met critical business objectives and timelines. Notably, led the complete overhaul of an existing one-box testing feature, which resulted in an 800% increase in the testing period, boosting product quality and stability.

Software Engineer Intern

Summer 2019, Summer 2020

- Implemented end-to-end features across multiple projects, including the development of a sophisticated data migration validation tool that was eventually scaled and adopted by over 70 engineers.

Untapped (formerly Jumpstart)

Los Angeles, CA

Product Development

September 2017 - June 2020

- Developed and tested surveys and algorithms for an online recruiting platform that aimed to disrupt an archaic and unfair recruiting process and help students from diverse backgrounds match with recruiters holistically.
- Conducted user testing by gathering feedback from 150+ engineering students across the country, which helped fine-tune the platform's features and enhance the user experience.
- Pitched the platform to 20+ academic and career advisors at UCLA to promote the product's usage among students at the university.

UC Fit Exercise Physiology Research Laboratory

Los Angeles, CA

Computer Science Fellow

February 2019 - December 2019

- Pioneered the computer science intern role at UC Fit, UCLA's research lab focused on sports science, and was the primary technical liaison between the lab and wearable tech companies such as Oura Ring.
- Designed and implemented a Swift-based iOS app for research subject appointment scheduling, which reduced researchers' workload by 13%.

EDUCATION

University of California, Los Angeles (UCLA)

Los Angeles, CA

BS in Computer Science and Engineering

Graduation Date: June 2021

- Activities: Zeta Beta Tau Fraternity (Pledge Class President), PUMP - Mentorship Program, UC Fit EPRL
- Co-Founder of the Blockchain Club - led successful initiative to start the first ever Blockchain class taught at UCLA.

TOOLS & SKILLS

Tools: Salesforce Data Cloud | React | Elasticsearch | BigQuery | Snowflake | Zero-Copy Integration | Web SDK | SQL | RESTful APIs | Git | Productboard | Jira | Asana | LLMs | Generative AI Applications

Skills: Data Architecture & Integration | Full-Stack Engineering | Technical Discovery & Solutioning | Executive-Level Presentation | Workshop Facilitation | Customer-Centric Development | Cross-Functional Collaboration | Scalable Demo Asset Development | AI/ML Concepts | Agile Methodologies

