Naday Avital

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Professional Experience

eBay, San Jose

Software Engineer - Global Technology, Buyer Experience

Feb 2025 - Present

- Designed and implemented a backend **Java proxy server** for internal tools, with APIs that have been adopted by multiple checkout apps in production, providing services for secret management, SSO integration, role-based authentication, and Elasticsearch data access and index management.
- Built **FeedbackLens**, a generative AI–powered sentiment analysis dashboard in React, showing PMs and engineers a top down view of thousands of customer feedback entries, top concern summaries, and insights.
- Supported development on the **eBay iOS app**, collaborating with mobile engineers to deliver a seamless buyer experience, add new features, fix long in production bugs, and adapting to new OS releases.
- Contributed and added new features to **checkout and shopping cart experience services**, powering high-scale purchasing workflows across eBay and connecting our frontend and backend teams.
- Selected for eBay's **AI Innovation Team**, helping drive adoption of AI-assisted software engineering practices across the company.

Software Engineering Intern - Core Technology, Payments

Jun - Sep 2024

- Designed and implemented a **sentiment-analysis pipeline** in Python using APIs for generative AI integration, PII anonymization, and elastic search indexing.
- Created a Grafana dashboard displaying top insights and trends from the sentiment analysis pipeline that streamlined the checkout team's ability to respond to customer feedback.

Anodot, Ra'anana

Software Engineering Intern

Jun - Sep 2023

- Built a full-stack application to process Google Cloud usage data and generate optimization recommendations, enabling customer success managers to cut cloud costs for enterprise clients.
- Technologies: Python, JavaScript, SQL (MySQL/Redshift/BigQuery), Google Cloud APIs.

Education

University of California, Santa Barbara

Dec 2024

B.S. Computer Science, GPA: 3.98, Highest Honors, Dean's list 2021-2024

Projects

PlayCount

2024 - Present

- Published iOS app that provides **Apple Music listening analytics**, including top songs, albums, and artists ranked by either play count or time listened.
- Enables users to explore detailed breakdowns such as top songs and albums by artist, and top songs within a specific album.
- Built in Swift/SwiftUI with MusicKit, MediaPlayer, and CloudKit, optimized for iOS 26 and styled to emulate the native Apple Music app.
- Integrated **App Intents** and **Shortcuts**, allowing Siri and system-level access (e.g., instantly retrieving the play count of the currently playing track).

Spli

Sep - Dec 2024

- Cross-platform React Native app for splitting bills; integrated Venmo payments, image recognition, and receipt parsing APIs.
- Added in-app social layer with user profiles and friend requests, driving engagement beyond utility.

Sous Chef

Mar - Jun 2024

• VR cooking simulator in Unity/C# with AI-driven guidance, teaching users real-world steak-cooking skills through immersive gameplay.

Skills

Programming: Swift, SwiftUI, Python, Java, JavaScript, C++, C#, HTML/CSS, SQL, NoSQL Frameworks & Tools: MusicKit, CloudKit, React, Unity, Grafana, OpenAI APIs, GitHub, Figma Languages: Fluent in English and Hebrew