

Enrico Carraro

Software Engineer · Zürich, Switzerland

enricocarraro@protonmail.com
+41 76 244 34 18
enricocarraro.com
linkedin.com/in/carraroenrico
github.com/enricocarraro

Tech Lead on YouTube Homepage ads; five years at Google across security, Watch ads, and now Home. One-person dev shop through university, co-founded startups; comfortable with data analysis, engineering, and product.

01 EXPERIENCE

Google — 5 years · 4 roles · YouTube Ads & Security

Zürich, Switzerland

● TL, YouTube Home Feed Ads

2025 – Present

- Lead technical and product direction for Homepage ads: ML integration, architecture, experiment design. Drove the team's roadmap response when YouTube Home started losing sessions to Shorts (users hopping in from Shorts and bouncing right back), rescoping our approach around that new traffic pattern.
- Designed and shipped the dynamic feed framework. Started from log-data analysis to find when users actually re-engaged with Home (return-to-home transitions, inline muted playback, Shorts playback), then built ad triggers around those moments instead of fixed slots.
- Operated experiment-first across all product work; every initiative ran the full loop: hypothesis → log-data analysis → A/B experimentation → iteration → launch.
- Conducted **50+ technical interviews** and closed **3 headcount** in the past year.

○ Software Engineer, YouTube Watch & Feed Ads

Aug 2024 – 2025

- Owned engineering for a Watch UI redesign with **30% CTR lift**, one of the highest-impact launches on YouTube Ads that year. Designed the experiment roadmap with PM and UX, ran 20+ variants.
- Served as the primary engineer on Watch Feed ads: ML signal integration (comment-intent prediction for per-user UI show/hide; behavioral signals for engagement-button reordering), experiment instrumentation, and coordinated client rollouts across Android, iOS, and web surfaces.

○ Software Engineer, YouTube Security

Sep 2021 – Aug 2024

- Built YouTube's channel-hijacking defense stack end-to-end: automated account recovery reversing hijacker actions across **1,000+ channels/day at 93% precision**; API enforcement blocking **4M+ malicious requests/day**; tightened 2FA-gated action enforcement; and suppressed hijacked-channel visibility, collectively dismantling the crypto-scam playbook highlighted in the [2023 Linus Tech Tips incident](#).
- Designed a distributed scanner for cryptographic vulnerabilities, still running in production today; first run swept **XX PB of data (YB+ entries)**. Led 20+ security design reviews for major web-security-impacting launches.

○ SWE Intern, Core Security

2020

- Built scalable libraries, adopted across Google, for deploying novel web-platform security features to open-source projects; shipped XSS mitigations and XS-Leaks defenses to high-traffic projects including WordPress.

02 OTHER ADVENTURES

Freelance Solo Developer

FREELANCE

2017 – 2021

One-person dev shop alongside university. Built and shipped web and mobile apps for small businesses and startups including Keepy.it and Skuola.net. Owned every step from client scoping to deploy.

Ordino.io Co-Founder

FOUNDER

2016

Office-supply SaaS for SMBs. Team of 2 engineers and 1 business co-founder. Did cold outbound to SMBs, ran product demos, handled customer support, and shipped weekly product iterations. Landed ~10 paying customers in the first 6 months: enough to prove willingness to pay, not enough to find retention or a repeatable acquisition channel. Wound it down without a PMF story.

03 SKILLS

Languages

Python · TypeScript · Java · C++ · SQL

Systems & Infra

RAG pipelines · Tool-use / function calling · Harness engineering · Experimentation · Data analysis · Distributed systems

04 EDUCATION

Politecnico di Torino

2016 – 2022

BS + MS, Computer Engineering · Turin, Italy

Focus: Algorithm optimization, operations research, and ML.

Thesis: [Novel Graph Similarity Heuristics](#) · [Paper](#)