

Rumesh Mapalagama

Director of Engineering / Senior Engineering Manager

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👤 PROFILE

Engineering leader with a hands-on technical background: 19+ years building software, 8+ of them at Dailymotion, where I moved from Senior Software Engineer to Director of Engineering in the same product area. I lead multi-platform teams (Web, Native, CTV) with a focus on delivery quality, people growth and modern engineering practices, from AI-assisted development to privacy by design.

<> CORE COMPETENCIES

Engineering leadership

Hiring & team growth

Software architecture

AI-assisted engineering

Observability & quality metrics

Privacy by design (GDPR)

TypeScript · Kotlin Multiplatform · Swift

Video advertising (AdTech)

Open source

📁 PROFESSIONAL EXPERIENCE

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Director of Engineering, Ad SDK

Sep 2025 – present

Dailymotion

- Lead 8 engineers in three squads (Web, Native, CTV) across TypeScript, Kotlin Multiplatform and Swift, with one roadmap built with Product and Business. Also interview product manager candidates.
- Led the move to AI-assisted development from September 2025: trialled tools such as Cursor, added AGENTS.md instructions to the repositories, then standardised on Claude Code; in 2026, setting up shared skills to keep token usage down.
- The Web team's rewrite of the Web Ad SDK (2025–2026) uses clean architecture (explicit ports and adapters, bounded modules, isolated tests), so each change, by an engineer or an LLM agent, needs less context, uses fewer tokens and can be verified by tests.

- Results of the rewrite: +10% ad impressions, +10% technical sell-through rate, -5% time to ad impression, and finer error classification.
- Privacy by design in all three SDKs since GDPR enforcement in 2018: the IAB TCF consent string is propagated on Web, and read from device storage and passed to the ad server on Native and CTV; consent rate is monitored on every platform.

Engineering Manager, Ad SDK Web & Native

Sep 2022 – Sep 2025

Dailymotion

- Built the Web and Native Ad SDK teams: led 15 hires, backfills included.
- Grew engineers through regular 1:1s, mentoring and skill-development plans: four promoted to senior since 2022, three from mid-level and one from junior through mid-level.
- Aligned release standards across the Web and Native stacks, and ran feature rollouts jointly with Product.

Staff Engineer & Tech Lead

Jan 2020 – Sep 2022

Dailymotion

- Owned the architecture of the video player's ad stack, keeping it coherent and scalable over the long term.
- Main technical contact for Product and Business: turned business requirements into technical specifications the team could build.
- Made the trade-offs between new ad features and the player's performance budget.
- Drove open-source contributions to vast-client-js and vmap-js, JavaScript parsers for the IAB VAST and VMAP video-ad standards.
- Interviewed backend (Go) engineering candidates.

Senior Software Engineer

Dec 2017 – Jan 2020

Dailymotion

Joined the video player team to work on its ad integration; that team later became the Ad SDK team.

Previous Experience

Swaven

JavaScript / Full-stack Engineer · Mar 2015 – Dec 2017

Modernised legacy products onto Node.js and AWS.

Adobe

JavaScript Engineer · Aug 2012 – Mar 2015

Built widgets for Adobe Campaign and components for the in-house MVC framework.

4D (Wakanda)

JavaScript Engineer · Dec 2011 – Aug 2012

Built components for the MVC framework behind Wakanda Studio, and the Studio's debugger on the Firefox Debugger API.

Ubisoft (Owlient)

Software Engineer · Apr 2009 – Dec 2011

Built the payment platform used by all Owlient web games; maintained Haricow, Owlient's open-source PHP framework.

Rhapso

Software Engineer · Nov 2006 – Apr 2009

Built Rhapso's web-based ERP for the packaging and printing industry.

SIDE PROJECTS

AI photo pipeline for rumesh.photos

Apr 2026 – present

AI-powered photo cataloguing, multi-platform publishing and tag normalisation pipeline.

- Three workflows on a self-hosted n8n instance and my rumesh.photos API (Node.js, MongoDB, Docker, with an admin back office): enrichment, publishing and tag normalisation.
- Per photo, Gemini 2.5 Flash writes a category, tags and a description, then the Instagram and Bluesky captions in one call. Every two weeks, Gemini 3.1 Flash-Lite merges duplicate tags and harmonises their names, to keep the feed's taxonomy consistent for SEO and navigation.

- 2,700+ photos categorised, and posts published to Instagram and Bluesky with no manual step.

n8n · Docker · Gemini 2.5 Flash · Gemini 3.1 Flash-Lite · Node.js · MongoDB · Instagram · Bluesky · Telegram

[Live feed on rumesh.photos](#) · [Posts on Instagram](#) · [Posts on Bluesky](#)

EDUCATION

Université Paris 13

DUT Génie logiciel

2004 — 2006

LANGUAGES

French: Native

English: Full professional

Sinhalese: Native

HOBBIES



Photography

Photographer published on GuruShots and on [rumesh.photos](#). Mainly flowers, birds and long exposures.



Motorcycling

Long rides on the open road: a good way to think and recharge.