

Luca Luna

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SUMMARY

Data platform engineer and tech lead architecting production lakehouse platforms on Databricks and AWS. Currently lead application and data platform teams (12 engineers) building a consumer data platform that processes hundreds of millions of records with Unity Catalog governance. Launched a rebuilt campaign-generation and audience-segmentation product that replaced a \$3M/year licensed tool behind a \$50M revenue line. Databricks Certified Data Engineer Professional and AWS Certified Solutions Architect experienced in translating business requirements into platform architecture, presenting demos and roadmaps to executives, enabling sales and marketing teams on self-service analytics, and consulting on data platform strategy for a state agency.

CERTIFICATIONS

- **Databricks Certified Data Engineer Professional** — Databricks, June 2026
- **Databricks Certified Data Engineer Associate** — Databricks
- **AWS Certified Solutions Architect – Associate** — Amazon Web Services

SKILLS

Databricks: Unity Catalog, Delta Lake, Lakeflow Spark Declarative Pipelines, Lakeflow Jobs, Lakeflow Connect, Delta Sharing, Lakehouse Federation, Databricks SQL, AI/BI Dashboards, Genie, Databricks Apps, Lakebase, Declarative Automation Bundles (DABs), serverless compute

Data Governance: Attribute-based access control (ABAC), dynamic data masking, automated lineage, CCPA/GDPR compliance implementation, PII handling

Cloud & Infrastructure: AWS (Lambda, S3, EC2, DynamoDB, IAM, SQS, API Gateway, CloudFront, VPC), Azure (Synapse), GCP, DigitalOcean, Snowflake, Terraform, Docker

Languages & Tools: Python, SQL, TypeScript, Go, C/C++, React, Next.js, Node.js, PostgreSQL, MongoDB, Claude API, RAG

DevOps: CI/CD, GitLab, GitHub, Edge Delta, Pytest, Jest, Playwright, Agile/Scrum

PROFESSIONAL EXPERIENCE

Associate Software Development Engineer 2 — Tech Lead

Dec. 2025 – Present

Sinclair Digital, Seattle, WA

- Lead technical direction across two teams — an 8-engineer application team and a 5-engineer data platform team — for a data-driven automotive marketing platform built on Databricks, processing hundreds of millions of consumer records as a core revenue driver for the business
- Launched a rebuilt marketing campaign generation and audience segmentation product, eliminating a \$3M/year third-party license behind a \$50M revenue product line; new segmentation capabilities are targeted to grow sales 50% year-over-year
- Architected the lakehouse unifying a nationwide consumer dataset under Unity Catalog — Lakeflow Spark Declarative Pipelines for transformation, with zero-copy governed access to Snowflake via Lakehouse Federation and to external Databricks workspaces via Delta Sharing — eliminating data duplication across platforms
- Designing the platform's next ingestion phase on Lakeflow Connect managed connectors, starting with Google Analytics 4 into governed Delta tables on serverless compute
- Architected secure management of PII spanning hundreds of millions of consumer records in Unity Catalog — attribute-based access control (ABAC), dynamic data masking, and automated lineage implementing CCPA/GDPR compliance requirements — making the business's most sensitive dataset safely usable for analytics and activation
- Developed consumer intention-scoring algorithms analyzing ownership history, demographics, in-market propensity, and buying power, enriched with dealership sales data to power conquest advertising and high-intent buyer identification
- Built event-driven microservices on AWS with CI/CD automation for application and Databricks deployments; Edge Delta observability accelerated release cadence from monthly to daily
- Present platform architecture, product demos, and technical roadmaps to executive leadership; deliver enablement sessions for sales and marketing teams on self-service analytics

Associate Software Development Engineer 1

June 2025 – Dec. 2025

Sinclair Digital, Seattle, WA

- Lead developer on two-person team for ATSC 3.0 emergency alert platform integrated with FEMA IPAWS, owning architecture, implementation, and feature delivery through beta launch to broadcast stations
- Developed hyper-targeted alerting with geographic precision at DMA, FIPS, zip code, and custom polygon levels, enabling device-specific notifications within broadcast infrastructure
- Designed system architecture using Python, AWS (Lambda, DynamoDB, SQS, API Gateway), and Terraform for mission-critical, scalable alert delivery
- Collaborated with broadcast station engineers, lawmakers, and emergency management agencies to support beta deployment and promote adoption of advanced alerting technologies

Associate Software Development Engineer 1 — Contract

Dec. 2024 – June 2025

Sinclair Digital, Seattle, WA

- Contributed to ATSC 3.0 emergency alert system development, focusing on core platform features and reliability during initial buildout
- Implemented AWS microservices architecture for critical alert delivery infrastructure, ensuring 99.9%+ uptime for time-sensitive emergency notifications

Application Developer

June 2024 – Dec. 2024

Washington State Department of Ecology, Lacey, WA

- Developed RAG-based AI chatbot prototypes using Claude API and AWS Titan embeddings for state agency knowledge management, alongside PowerShell automation tools for data processing and reporting
- Built automated testing infrastructure using Playwright for \$1B+ state grants platform (Intelligrants IGX), reducing regression testing time and improving release reliability

Software Engineer Intern

May 2022 – June 2023

Seal and Design, Clarence, NY

- Contributed to monolith-to-microservices migration of an on-premises manufacturing system to cloud architecture; built ETL pipeline extracting legacy data from Epicor ERP into a modern web application

Undergraduate Teaching Assistant

Aug. 2021 – May 2023

The State University of New York at Buffalo — Buffalo, NY

- Mentored 1,200+ undergraduate students in C systems programming and operating systems fundamentals, developing hands-on debugging workshops and leading code review sessions

CONSULTING

Data Platform & Engineering Consultant

2025 – Present

Washington State Department of Ecology, Lacey, WA

- Advise agency engineering teams on data platform architecture and modernization of development practices, including CI/CD, automated testing, and code review workflows
- Present technical recommendations and modernization roadmaps to agency stakeholders and leadership

EDUCATION

Bachelor of Science in Computer Science

Graduated May 2023

The State University of New York at Buffalo — Cum Laude, Dean's List

ADDITIONAL EXPERIENCE

- 10 years in fine-dining hospitality prior to software engineering — bartending, bar management, and sous chef roles — developing customer-facing communication and calm execution in high-pressure, service-critical environments