

Luca Luna

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Education

The State University of New York at Buffalo

Graduated May 2023

Bachelor of Science in Computer Science – Cum Laude, Dean's List

Certifications

AWS Certified Solutions Architect - Associate

Databricks Certified Data Engineer Associate

Skills

Platforms: AWS (Lambda, S3, EC2, DynamoDB, IAM, SQS, CloudFront, API Gateway, ECR, App Runner, VPC), Databricks (Unity Catalog, Lakeflow, MLflow, Delta Lake, Lakebase), Snowflake, Terraform, Docker

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

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

Professional Experience

Associate Software Development Engineer - Tech Lead

Dec. 2025 – Present

Sinclair Digital, Seattle, WA

- Lead technical direction for data-driven automotive marketing platform built on Databricks, processing hundreds of millions of consumer records with real-time analytics and comprehensive Unity Catalog governance
- Architected unified data platform using Databricks Lakeflow pipelines with foreign catalog connections to Snowflake and external Databricks workspaces, delivering real-time ingestion with high-performance query capabilities across nationwide consumer dataset
- Reduced PII storage footprint by 97% across hundreds of millions of records through ephemeral storage, foreign catalog integration, and on-demand matching, lowering insurance and compliance exposure while preserving full analytical capabilities in Unity Catalog
- Established comprehensive data governance framework with attribute-based access control (ABAC), automated lineage tracking, and dynamic data masking policies in Unity Catalog, ensuring CCPA/GDPR compliance while enabling self-service analytics for sales and marketing teams
- Developed consumer intention-scoring algorithms analyzing ownership history, demographics, in-market propensity, economic cohorts, and buying power, enriched with dealership-specific sales data to power conquest advertising and high-intent buyer identification
- Built event-driven microservices on AWS with CI/CD automation for both application and Databricks deployments, implementing Edge Delta observability that accelerated release cadence from monthly to daily

Associate Software Development Engineer 1

June 2025 – Dec. 2025

Sinclair Digital, Seattle, WA

- Lead developer on 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 system for emergency communications using geographic precision at DMA, FIPS code, 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 to ensure scalability and reliability for mission-critical alert delivery
- Collaborated with broadcast station engineers, lawmakers, and emergency management agencies to support beta deployment and promote broader adoption of advanced alerting technologies

Associate Software Development Engineer - 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
- Collaborated with cross-functional teams to support beta deployment to broadcast stations and address integration challenges

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), creating test suites that reduced regression testing time and improved release reliability