

MADHUR LALIT

Staff Android Engineer | SDK Platform | Agentic AI Products

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[LinkedIn](#) | [GitHub](#) | [Medium](#)

PROFESSIONAL SUMMARY

Staff Android Engineer and former Engineering Manager building Android products and SDK platforms since 2013. Technical owner of production SDKs reaching 5,000+ publisher integrations and millions of devices. Modernised a 2,200-file SDK without breaking publisher integrations and improved cold start by 35% with automated regression gates. Builds agentic AI products with deterministic checks, structured decisions, human review boundaries and no model calls in latency-critical serving paths.

CORE EXPERTISE

Android: Kotlin, Java, Jetpack Compose, Coroutines, Flow, Hilt, Dagger, Room, MVVM, MVI, Clean Architecture, offline-first systems

SDK and ad tech: Public API design, modularisation, release engineering, OpenRTB 2.6, VAST 4.0, MRAID 3.0, IAB Native 1.2, TCF 2.0, viewability, mediation and in-app bidding

Performance and quality: Baseline Profiles, App Startup, Android Profiler, JUnit, Mockito, Robolectric, Espresso, CI/CD and performance gates

Applied AI and backend: Agentic workflows, evals, replay, human approval, on-device ML, Python, FastAPI, Go and Docker

EXPERIENCE

Staff Android Engineer | Former Engineering Manager | [Smaato \(Verve Group GmbH\)](#)

Pune, India to Hamburg, Germany | Jan 2021 - present

- Technical owner of production Android SDK platforms reaching 5,000+ publisher integrations and millions of devices; owned architecture, public API design, release engineering and long-term technical direction.
- Drove modernisation of a 2,200-file SDK to Clean Architecture with zero API breakage for publisher integrations.
- Improved cold start by 35% using Baseline Profiles and App Startup; introduced CI regression gates for startup, memory and jank.
- Contributed across the Smaato Next-Gen SDK, three-team PubNative HyBid SDK unification and the privacy-first ATOM SDK with on-device behavioural signal processing.
- Served as Engineering Manager with direct reports, mentoring two engineers toward independent contributor ownership while maintaining staff-level delivery.

Senior Android Developer | [Wishpoint Tech Pvt. Ltd.](#)

Pune, India | 2017 - 2020

- Key Android contributor to Scandid, a shopping product with 1M+ installs and price comparison across 200+ retailers; shipped barcode scanning, deals, cashback and product discovery journeys.
- Reduced Scandid production crashes by 60% through ANR analysis, concurrency audits and memory leak elimination.
- Built TravelX Android from the ground up as its sole Android engineer, owning architecture, UI, API integrations, testing and Play Store release.

EXPERIENCE CONTINUED

Android Developer | [OAB Studios Pvt. Ltd.](#)

Pune, India | 2015 - 2017

- Built and shipped Android applications for international EdTech, HealthTech and enterprise clients using REST APIs, Firebase, MVVM and MVP.
- Integrated third-party SDKs and production services while carrying features from implementation through testing and Google Play delivery.

Android Developer | [Codewalla Software Pvt. Ltd.](#)

Pune, India | 2013 - 2015

- Delivered consumer Android applications in Java, including contribution to the Stroke Awareness Foundation app, with local persistence and API integration.
- Grew proof-of-concepts into maintainable production products for international clients.

SELECTED INDEPENDENT WORK

Apex Ad Platform - Independently built reference stack spanning a zero-runtime-dependency Java Android SDK, Go auction server, Next.js demand platform and Python intelligence layer. [Public SDK](#)

Agentic Creative Review - Five-stage decision workflow with deterministic prerequisites, structured reasoning, manual review and zero LLM calls in the serving path. [Public case study](#)

BehoerdenBuddy - Android live beta that turns complex German public processes into plain-language guidance using Jetpack Compose, FastAPI, streaming AI responses, Play Billing and layered abuse protection.

Anchora and GreenStride - Android product experiments combining Jetpack Compose applications with FastAPI backends, offline data and automated Play delivery.

PUBLIC PRODUCT CONTRIBUTIONS

[Scandid](#) | [TravelX](#) | [Stroke Awareness](#)

WRITING

[Why I Built an Android Ad SDK with Zero Third-Party Dependencies](#)

[How I Refactored a Production Android SDK Without Breaking a Publisher Integration](#)

[Agentic Creative Review: Judgment Before the Ad-Serving Hot Path](#)

EDUCATION

B.E. in Information Technology | MIT College of Engineering, University of Pune | 2009 - 2013