

## **Software Development Engineer II, Criteo** - Feb/2022 - July/2024, Toronto, Canada

- Took over frontend leadership at Gradient.io (startup acquired by Criteo in 2021) following the departure of its founding engineer, driving web apps development in React/TypeScript and collaborating closely with backend teams on system integrations.
- Standardized modern development practices like CI/CD pipelines (GitHub Actions), E2E testing (Cypress), and monitoring/observability (LogRocket+Sentry), improving release quality and developer velocity.
- Led the integration of Gradient's analytics app(React/Django) into Criteo's Retail Media Platform (Angular/.Net), enabling users to access Gradient features directly within RMP. Overcame complex technical challenges including authentication (JWT/Django), cross-origin issues (implemented Lambda-based proxy), and React-Angular interoperability (custom web component injection). Delivered production deployment in 1.5 months (vs. a quarter expected), earning recognition for speed and ownership.
- Optimized Gradient's catalog analytics feature (ad spend, ROAS, and sales by category), reducing load time from 20 seconds to 3–4 seconds by introducing Web Workers for heavy data processing and implementing a windowing solution for efficient rendering of large datasets in the UI.
- Delivered technical presentations to engineering teams, sharing insights on performance tuning, integration strategies, and best practices for scalable front-end architecture.

## **Senior Frontend Developer, Lending Loop** - Feb/2019 - Dec/2021, Toronto, Canada

- Joined as a first dedicated fronted developer and lead the designing and implementation of 3 consumer facing web applications using React and GraphQL.
- Migrated frontend from existing Rails app to separate React app with GraphQL resulted in faster development cycle and overall improved user experience.
- Redesigned onboarding flows for loan application, and setup the funnel analysis using Amplitude and Logrocket to better understand user interaction.
- Maintained and published new features on existing IOS APP(React-native).
- Implemented rule engine in serverless API using lambda to fetch sales data from Shopify and Stripe to provide instant line of credit.
- Built a chrome extension for the internal underwriting team to automate the applicant assessment.

- Introduced more tools such as Netlify(Deployment), GitHub Actions(CI + Testing), Cypress(E2E), Airtable(For quick prototyping) to improve development process.
- Hosted a ReactJS workshop, gave several talks(SVG, Serverless, GraphQL etc.) on learnings and helped hiring new developers.

**Lead Full Stack Developer, Knotel** - Feb/2016 - Aug/2018, New York, (Remote - Work from India)

- Joined as one of the first engineers and played a leading role in designing and building the Knotel technology stack using React, Meteor and MongoDB. This includes conducting research, creating prototypes, defining specifications and assigning tasks to junior programmers.
- Developed the front end architecture from the ground up using React. Responsible for implementing core features like enrollment systems, CMS for Admins, the booking system with external calendar integrations (including Google, Apple and Microsoft.).
- Setup the backend infrastructure using Docker and deployment scripts which work in conjunction with a git workflow for faster deployment and rollbacks.
- Reduced the initial load time by 70% by adopting best practices such as code splitting and dynamic imports.
- Worked closely with the data engineering team to transform existing data from database and set up comprehensive analytics.
- Helped in hiring junior programmers and mentored them in programming and best practices.

**Full Stack Developer, Notable** - Dec/2013 - Feb/2016, New York, (Remote - work from India)

- Worked with product managers and engineers to implement features and user interfaces.
- Improved frontend performance by over 80% by identifying and fixing memory leaks, optimizing the CSS and implementing CSS preprocessing.
- Implemented responsive email templating system using the Backbone and Foundation frontend frameworks, so that email worked seamlessly across different clients.
- Implemented an advanced message queuing protocol - RabbitMQ. This reduced the latency by performing operations like image resizing asynchronously from backend servers.

**Freelance Full Stack Developer, WorkAwesome** - March/2017 - Dec/2018, New York, Remote - India(Side Project)

- Worked closely with the founders to develop and maintain Work Awesome's website using Meteor/React/Mongodb with content management functionalities for administrators.
- Created other web apps for annual conferences held in Berlin (WorkAwesome 2017), New York (Inbox Awesome 2017 and Accelerator Awesome 2018).

## SIDE PROJECTS

**HALO:** A mac app that looks out for you with kind reminders when you need them. <https://gethalo.app>

**Secure Wallet:** An open source password manager that works offline and doesn't require any server or database. It's a progressive web app built with react + redux + webpack.

**Commit-Book:** Atom plugin to list commits with features like diffs, search, sort, filter in one place.

**React Smart Gallery:** A react component to render images in a multi-photo story grid.

**React Simple Sidenav:** A simple, light weight (4.78 kB), fully customizable react component for side navigation.

**Kitchen AI:** A machine learning project using Tensorflow's object detection model to detect different foods in a refrigerator or pantry and suggest relevant recipes.

## EDUCATION

### **Bachelor of Engineering**

Computer Science, 2008 - 2012

Mahakal Institute of Technology, India

## TECHNICAL SKILLS

**Frontend:** ReactJS, GraphQL, TypeScript, Vite, Rollup, Meteor, Webpack, GitHub Actions, PWA, Web APIs

**Backend:** NodeJS, Express, Meteor, MongoDB, Postgres, Docker, AWS, GCP