

PROFILE

Frontend-specialist engineer with **9+ years** building performant, scalable web products across **e-commerce, AI, and enterprise SaaS**. Currently leading engineering teams at Publicis Sapient, driving large-scale client digital transformation. Increasingly focused on **AI engineering** — building LLM-powered agents, MCP integrations, and real-time AI UIs. Strong in **React/TypeScript ecosystems**, system design, and translating complex product requirements into production-ready architecture.

EXPERIENCE

Lead Experience Engineer Apr 2023 – Present

Publicis Sapient · Bangalore

- Lead a cross-functional team of **8+ engineers** on a large-scale digital transformation engagement, owning **architecture decisions**, sprint delivery, and technical stakeholder communication.
- Designed and implemented scalable frontend architecture patterns that reduced page load time by **~40%** and improved **Core Web Vitals** scores to consistently green across target markets.
- Built an **AI diagramming agent** that converts natural language into live architecture diagrams — powered by **LLM tool-calling**, a **RAG pipeline**, and a **Braintrust eval framework** to systematically measure and improve output quality.
- Mentored **4 mid-level engineers**, establishing code review standards and improving team PR cycle time by **30%**.

JavaScript Lead Developer Jul 2020 – Apr 2023

Neem Consulting Ltd. · Bangalore

- Delivered end-to-end e-commerce experiences for global brands including **Domino's and Unilever**, serving **millions of monthly active users** across multiple regions.
- Built brand digital experiences for **Nexus, TRESemmé, Beautyhub, and SheaMoisture** — translating brand guidelines into high-fidelity, accessible frontend implementations.
- Led frontend performance audits across client properties, implementing fixes that improved **Lighthouse scores by an average of 25 points**.
- Standardised component library across **three product teams** using React and Storybook, reducing UI duplication by **~60%**.

Senior UI Developer Jun 2019 – Jul 2020

Active.AI · Bangalore

- Architected and built **WorkflowEditor** — a React-based visual tool enabling **non-technical teams** to design and deploy chatbot training workflows, reducing reliance on engineering for routine updates.
- Introduced **Docker and Jenkins CI/CD pipelines**, cutting release cycle time from **weekly to same-day**.
- Worked across React, Redux, Vue, and Express in a fast-paced **fintech AI environment**.

TECHNICAL SKILLS

Frontend

- React.js / React 19
- Next.js
- TypeScript
- Vue.js
- Zustand
- RTK
- Vercel AI SDK
- Vite
- React Native

AI Engineering

- LLM Integration
- OpenAI GPT
- MCP
- AI Agents
- RAG
- Upstash Vector
- Prompt Engineering
- Zod Schemas
- Braintrust Evals
- Claude Code
- Durable Objects

Backend & APIs

- Node.js
- Nest.js
- Express
- GraphQL
- REST
- Cloudflare Workers

DevOps & Cloud

- AWS
- Cloudflare
- Docker
- GitHub Actions
- Terraform
- CI/CD

Data & Observability

- PostgreSQL
- MongoDB
- Prometheus
- ELK Stack

Tooling

- Excalidraw API
- Sanity CMS
- ThoughtSpot
- Biome
- Playwright

AREAS OF DEPTH

- AI Agent Architecture
- Frontend Performance (CWV)
- Real-time AI UIs
- System & API Design
- Team Leadership & Mentoring
- Scalable Architecture
- Accessibility & SEO

EDUCATION

B.Tech, Computer Science

Guru Jambheshwar University of Science and Technology
2013 – 2017

RECOGNITION

Smart India Hackathon

Participant & Mentor
AICTE · 2017, 2018

UI Developer

Sept 2018 – Jun 2019

[Simbalabs Pvt. Ltd.](#) · [Hyderabad](#)

- Served as **Scrum Master** and primary frontend engineer for a greenfield web application, owning sprint planning, backlog grooming, and delivery for a **team of 5**.
- Built full-stack features using Node.js, Express, React, and Redux, shipping the product from **zero to live within 8 months**.

Software Engineer

Jun 2017 – Aug 2018

[Hartron](#) · [Panchkula](#)

- Contributed to an internal **workforce dashboard** used by **multiple government departments** to track team performance and project progress, built on Angular, Java, Cassandra, and Jenkins.