

# SHEETAL SHAH

*Tech-Lead | AI & Product Innovation | Customer Impact & Growth*  
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## EXECUTIVE SUMMARY

A software engineer with 20+ years of experience developing highly scalable, maintainable products spanning complex architectural contexts. Expert in leveraging technology to enhance user experience, increase automation, and drive measurable business impact. Strong record of translating technical innovation into product outcomes and working in fast-paced build and delivery teams.

## EXPERIENCE

- Zocdoc – PhoneAI Oct 2024 – Present

Collaborating with Chief AI Officer and Founder to deliver PhoneAI — an AI automation system revolutionizing provider appointment management.

Implemented Gemini-based LLM agent, reducing operating costs by 10x while maintaining service reliability with GPT-4.0 fallback.

Built end-to-end booking flow enhancements including state tracking, phonetic name recognition, and multi-specialty detection, improving patient experience.

Designed and implemented visit reason detection improving automation precision and reducing human intervention.

Architected a video appointment product feature increasing patient engagement and reducing appointment drop-offs.

Improved automation on key booking states by 10%, directly resulting in 10% growth in booking revenue.

- WALMART LABS – Cyborg Sep 2019 – Aug 2024

Led OpenAI chatbot integration, among the first large-scale AI-driven customer support initiatives at Walmart.

Defined and executed product vision for a single unified chatbot platform across Walmart businesses.

Developed predictive live-agent wait time feature using Little's Law, reducing response time from 20 seconds to under 1 second.

Created queue and load-balancing service for chatbot-to-call-center routing, increasing live agent capacity by 4M and saving \$500K/month.

Led product and engineering collaboration to build fraud prevention tools reducing fraud traffic by 80%.

Spearheaded optimization features that reduced chatbot latency by 50% and improved customer satisfaction.

Delivered cross-functional mentorship and design reviews to improve product quality and delivery velocity.

- Appnexus (Microsoft) – Real Time Bidding Platform Aug 2016 – Sep 2019

Delivered the ‘Curated Deals’ marketplace feature enabling advertisers to access brand-safe, premium video inventory at scale.

Launched page-level ad roadblock functionality enhancing engagement and monetization across digital inventory.

Implemented GDPR compliance ensuring user data privacy across the advertising ecosystem.

Created a performance dashboard visualizing continuous profiling data via Kafka for real-time bidding optimization.

Enabled efficient real-time spend deactivation with high-volume Kafka producers ensuring budget integrity and transparency.

- Goldman Sachs – Vice President, Structured CLO (Front Office) Nov 2007 – Jul 2016

Built web-based and pricing tools enabling traders to make data-informed buy/sell decisions for \$250M+ annual revenue portfolio.

Enhanced portfolio analytics and cash flow tracking improving trader visibility and strategic decision-making.

Created high-speed analytics applications integrating external CLO data providers for improved turnaround times.

- Syncsort Jan 2006 – Jun 2007
- Citibank – Intern (Services Technology) Jun 2005 – Jan 2006

## EDUCATION

State University of New York at Stony Brook – Masters, Computer Science (Dec 2005)

## SKILLS

Languages: C++, C#, Java, Python, F#, SwiftUI, React, Ruby on Rails, Typescript,

Databases: SQL, Redis, Cosmos, DynamoDB, Kafka, SQS, AWS SNS, Service Bus

AI & ML: Gemini, OpenAI, LLM Agents, Supervised Finetuning, Prompt Engineering, RAG,

LangChain

## **COMMUNITY**

Developed 4 iOS apps focused on education and strategy - Math Mindset, Number puzzle, Save the Astronaut and MomEzy

Active contributor in product ideation and innovation discussions. Mentor and presenter on AI-driven automation and engineering-product alignment.