

Vasu Nagpal

Modern Product Architectures | Full-Cycle Engineering |
Generative AI | React

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Career Summary

Full-Cycle Engineer with 13+ years of experience designing and delivering scalable **product platforms, data pipelines, and modern frontend/backend systems** across global e-commerce, retail, and product domains.

Proven expertise in **React/Next.js, Node.js** and **search engine optimization**. Hands-on with **agentic AI patterns, LLM-based prompting**, and **automated data validation** to enhance data quality and user experience.

Strong system thinker with a focus on **end-to-end architecture, data quality, and business-aligned design**. Experienced in cross-functional leadership and mentoring, driving engineering maturity, and modernizing product platforms.

Currently building deeper expertise in **RAG architectures, workflow orchestration, and AI orchestration frameworks** to further integrate AI capabilities into modern product systems.

Work Experience

Front End Architect, Experience Technology.	Publicis Sapient	2016 – 2025
Web and Mobile Team	Gurugram, India	

Client: Academy Sports

- Architected and delivered product enrichment pipelines using **Lang Chain-based agentic workflows** and **LLM-based attribute extraction**.
- Implemented validation and monitoring loops across **PIM, Algolia, and AI-generated data** to improve **data quality** and **product findability**.
- Orchestrated the tool using **n8n workflow** for a seamless end to end autonomous execution.
- Optimized search tuning and hybrid search performance by collaborating with Algolia and internal business teams.
- Led performance optimizations and scalability initiatives.
- Proposed continuous improvement initiatives for monitoring and evaluation pipelines.

Architect (Feb 2024 – Jan 2025)
Client: Academy Sports

- Oversaw architecture for **browse, search journey, and content-related** areas.
- Led improvements in engineering maturity and technical feasibility assessments.
- Drove innovation through POCs and architectural enhancements.
- Coordinated cross-functional and offshore teams to ensure timely delivery.

Client: Monotype Fonts*Architect*

- Designed multilingual site architecture on **Shopify**.
- Implemented governance for non-functional requirements and performance optimization.
- Led content migration and platform optimization.

Client: Manscaped*Lead Engineer*

- Developed **inventory management dashboards** and backend services.
- Integrated **Microsoft Azure SSO**.
- Addressed technical debt and performance optimizations.

Client: The Children's Place*Front End Lead (Jan 2019 – Jan 2021)*

- Migrated Web and App platforms to a **shared architecture**.
- Led **frontend and mobile** development using **React** and **Angular/Ionic**.
- Conducted POCs, technical feasibility reviews, and end-to-end deployment cycles.

Client: MIRAL - Theme Parks Redesign*Frontend Senior Developer*

- Architected **isomorphic web applications**.
- Integrated **React/Redux** frontends with CMS.
- Led SIT and UAT sessions with clients.

Client: Red Roof Inn*Front End Lead*

- Led **responsive frontend design** and CMS integration.
- Created **custom grid systems** and optimized UX.

Other Clients: Ann Taylor, MTAA, European Tour, *Senior Frontend Developer***Senior Software Developer, Frontend.**

Web Team

Nagarro

Gurugram, India

2014 – 2016**Software developer, Frontend.**

Web Team

Infomatrix pvt ltd

Noida, India

2013 – 2014**Junior Software eveloper, Frontend.**

Web Team

Trantor. pvt ltd.

Chandigarh, India

2012 – 2013

Technologies and Languages

Generative AI: n8n, Lang Chain, Lang Graph, Vertex AI

Scripting Languages: JavaScript

Frontend/Mobile: React, React Native, Redux, Next.js, AngularJS, KnockoutJS, Bootstrap, Material UI

Backend: Node.js, Express, C#, ASP.NET MVC, .NET Web API, SQL

Design Tools: Photoshop, Zeplin, Figma

Other: AWS, GCP, Docker, Jenkins, Git

Education

- **Bachelor's in Electronics and Communication (B.Tech),**
Maharishi Arvind Institute of Engineering and Technology, Jaipur

2008 - 2012

