

Vasu Nagpal

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Personal Summary

Generative AI Engineer and Front-End Architect with 13+ years of experience in developing scalable product platforms and modern systems for global e-commerce and retail. Expertise in React/Next.js, Node.js, and Generative AI, with hands-on experience in autonomous orchestration systems and AI workflows integration. Proven ability to lead cross-functional teams and enhance engineering maturity. Currently focused on advancing Generative AI engineering through innovative AI-assisted coding workflows

Technical Skills

- AI Workflow Integration using N8n, Lang Graph and CrewAI
- Autonomous System Design using OpenAI SDK and Langchain
- Vertex AI and cloud services
- JavaScript and Python programming
- React and React Native development
- Redux and Next.js frameworks
- AngularJS and KnockoutJS libraries
- Bootstrap and Material UI design
- Node.js and Express applications
- C# and ASP.NET MVC
- .NET Web API and SQL databases
- Photoshop and Zeplin tools
- Figma for UI/UX design
- Claude Code and Copilot integration
- AWS and GCP cloud platforms
- Docker containerization
- Jenkins for CI/CD pipelines
- Git version control

Work Experience

Front End Architect, 01/2016 — Current

Publicis Sapient — Gurugram, India

Client: Academy Sports (Feb 2025 – Current). Role: Lead Architect / Technical Manager.

- Partnered with business stakeholders to identify delays in product launches due to a manual enrichment workflow; proposed an AI-powered enrichment pipeline to reduce time to market.
- Conducted a POC using Generative AI (LangChain, LLMs), secured client approval, and collaborated with leadership to define the effort, team size, and budget for the production rollout.
- Architected and delivered the enrichment pipeline with LangChain, Python, and n8n workflows for end-to-end autonomous execution; deployed on GCP and Flask.
- Directed cross-shore delivery with daily coordination between business, engineering, and client teams; set technical guardrails for performance, cost, and security during LLM model evaluation.
- Implemented validation and monitoring loops across PIM, Algolia, and AI-generated data, improving data quality and product findability by over 40%.

Client: Academy Sports (February 2024 – January 2025). Role: Lead Architect / Technical Manager.

- Onboarded to bridge gaps across four scrum teams (20+ engineers) and provide architectural oversight for frontend delivery on the React and Node.js e-commerce platform, hosted on GCP.
- Analyzed existing architecture and proposed enhancements in scalability, performance, and SEO, ensuring alignment with long-term business goals using tools like Dynatrace, Splunk, Google Search Console, and Quantum Metrics.
- Established a joint UI weekly sync-up forum across pods, enabling cross-team visibility, collaborative prioritization of enhancements, and realistic delivery timelines.
- Facilitated architecture review board sessions with client leadership, presenting proposals, addressing risks, and securing approvals for all major enhancements, like the React upgrade, micro frontends, etc.

Client: Monotype Fonts (April 2023 – Jan 2024). Role: Lead Architect / Technical Manager.

- Oversaw the maintenance and development of the website, utilizing Shopify and ReactJS.
- Led 2 scrum teams (10 engineers); improved delivery discipline by conducting RCA on sprint defects and introducing standardized estimation templates, reducing defect density, and improving predictability.
- Provided architectural oversight for large-scale data migration from legacy sites into Shopify using MongoDB, ensuring accuracy and performance.
- Partnered with client leadership and COE teams to run audits, governance reviews, and NFR assessments, resulting in extended business opportunities.
- Conducted a proof of concept to upgrade Shopify to Shopify Hydrogen, demonstrating modernization potential.

Client: Manscaped (Jan 2023 – March 2023). Role: Lead Architect.

- Architected and delivered inventory dashboards using React, Material UI, and Node.js, reducing manual reconciliation efforts by 30%.
- Integrated Microsoft Azure SSO for the dashboard, unifying authentication for warehouse, retail, and corporate teams.
- Optimized legacy APIs and database queries, cutting dashboard load times by 50%, and enabling near-instant SKU-level tracking.

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

- Consolidated web/app platforms into a shared React/React Native architecture, cutting feature duplication by 35%.
- Led web and mobile development using React, React Native, and Angular/Ionic.
- Managed delivery across three scrum teams (25+ engineers), spanning onshore and offshore, aligning business, UX, and engineering for timely releases.

Other clients (April 2016 – January 2019):

- MIRAL, Red Roof Inn, Ann Taylor, MTAA, European Tour, Senior Frontend Developer.

Senior Software Developer, Frontend, 01/2014 – 01/2016

Nagarro — Gurugram, India

- Transitioned to front end developer role from ASP.Net expertise.
- Developed frontend solutions using Angular framework and integrated ASP.Net components.
- Utilized Bootstrap and Material UI to enhance user interface design.
- Collaborated with clients, including Assa Abloy and Namshi, to deliver tailored solutions.
- Collaborated with designers to ensure seamless implementation of responsive designs.

Software developer, Frontend, 01/2013 – 01/2014

Infomatrix pvt ltd — Noida, India

- Developed comprehensive application proof of concept for Sparkplug using ASP.Net MVC and Angular.
- Maintained Sonoworld website, ensuring optimal functionality and performance in ASP.Net.
- Executed SEO strategies to enhance organic search rankings and visibility.

Junior Software developer, Frontend, 01/2012 – 01/2013

Trantor. pvt ltd. — Chandigarh, India

- Completed six months of intensive training in Objective C and web development using HTML, CSS, and JavaScript under mentor guidance.
- Contributed to the maintenance of Silverlight .NET project, ensuring seamless functionality.

Education

01/2012 Maharishi Arvind Institute of Engineering and Technology — Jaipur

Bachelor's in Electronics and Communication Electronics and Communication

Generative Ai Projects

- Autonomous Resume Agent, Built with LangChain + OpenAI, deployed on Hugging Face. Answers recruiter queries using resume context and sends push notifications.
- Stock Research Multi-Agent System (CrewAI), Local POC with planner/searcher/analyst agents; delivers curated reports via push API.
- AI-Assisted Coding, Experimenting with Claude Code + SuperClaude to automate 30% of boilerplate React/Node.js code.

- Vibe Coding Exploration, (Claude Code, Super Claude, BMAD, Copilot)