Anush Kumar N

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PROFESSIONAL SUMMARY

I'm the engineer that teams call when things need to work—and work well. With **5+ years** of experience, I take ownership, ask the right questions early, and believe the best solutions come from understanding the problem deeply. I still get excited about clean code, clever optimizations, and helping others grow.

SKILLS

Languages: TypeScript, JavaScript, SQL, C, C++, Java

Technologies and Tools: React.js, Next.js, Redux, Zustand, Contentful CMS, Headless CMS, Strapi, Twilio Segment, Optimizely, Vite, Jest, Vitest, Git, GitHub Actions, Circle CI, Podman, Docker, HTML, CSS

EXPERIENCE

Software Engineer II   July 2023 – Jan 2026
Zalora Group   Remote

- Eliminated **Contentful downtime** by optimizing queries, reducing response size by **10%**, and enabling **CDN-level caching** with Contentful team collaboration
- Built bulk upload automation for **6 category landing pages**, saving marketing team **20 hours weekly**
- Created **3 Contentful App Frameworks**: rich-text-to-HTML conversion, deeplink generation, and pre-production preview
- Implemented video content solution using **Contentful CMS** instead of **Vimeo**, coordinating with Android dev, authoring production specs and rules, and presenting to **CTO**
- Built **Interactive Journey** and **Keep Shopping For** features, contributing to increase in NCCR (**70%**) and improvement in time to first order (**17%**) across all platforms
- Migrated core platform features from **PHP to Next.js** (unisex page, login/signup, static pages) over **1.5 months** with zero bugs
- Reduced **Monthly Tracked Users** (MTU) by **75%**, cutting event processing from **7.7M to 1.9M monthly events**
- Contributed to recruitment by interviewing **5+ senior engineer candidates**

Product Engineer   July 2020 – July 2023
Codingmart Technologies   Coimbatore, India

- Led implementation of category **landing pages** and **un-styled UI component library** using Headless CMS, reducing deployment time by **70%**
- Led talent development by mentoring **15 junior developers** (10 converted to full-time) and partnering with senior engineer to hire **5 engineers** from 10+ colleges
- Developed **JSL** (JSON Selector Language) for type-safe JSON value extraction used in production
- Implemented **Twilio Segment CDP** tracking, enabling real-time analytics and data-driven decisions
- Integrated **Multisys** and **Bridger Pay** payment gateways, expanding checkout options and improving conversion
- Contributed to **Community Influencer Program** design, piloting retention experiments

EDUCATION

Bachelor of Engineering – Computer Science   2016 – 2020
Dr. NGP Institute of Technology   Coimbatore, India

Higher Secondary Certificate (HSC)   2015 – 2016
SBOA Matriculation & Higher Secondary School   Coimbatore, India