

OVERVIEW

Experienced **Technical Architect** with over 10 years of expertise in designing scalable web architectures, driving performance optimizations, & delivering **SEO-driven solutions** that enhance user experience & business outcomes.

SKILLS

Architecture:	Scalable Architecture, AWS, Docker, Kubernetes, CI/CD, Microfrontends
Performance Optimization:	Caching, SEO, Web Vitals Optimization
Web Development:	JavaScript, ReactJS, Redux, VueJS, WebPack, Node.js, API Design
Databases:	MongoDB, SQL, DynamoDB

EXPERIENCE

Technical Architect, OLX India

Apr 2024 – Present

- Optimized web architecture, reducing **Akamai cost by 75%** and **Node.js pods usage by 30%**.
- Enhanced **Web Vitals** (CLS 100%, LCP 30% faster, page load time (**7s → 4.5s**) for better UX & SEO.
- Led SEO initiatives, boosting **organic traffic by 30%**, **clicks by 160%**, and **impressions by 50%**.
- Built deep linking system handling **50K+ requests/day**, lowering app acquisition costs.
- Enhanced developer productivity with **Storybook, Trunk-Based Development**, cutting merge time by 50%.

Lead Engineer, OLX Group

Apr 2021 – Apr 2024

- Architected a **super app for car dealers**, focusing on **scalability, modularization, and UX optimization**.
- Led **technology modernization** by refining the **tech stack for performance, reliability, and scalability**.

Senior Software Engineer, OLX Group

Oct 2019 – Apr 2021

- Developed and scaled an **adsales platform**, enabling **seamless integration with ad providers**.

Frontend Developer, OLX Group

May 2018 – Oct 2019

- Developed **UI and product features for monetization services**, driving revenue growth.
- Led **Microfrontends PoC with Web Components**, assessing modular feasibility.

Frontend Developer, FabHotels

Dec 2017 – May 2018

- Built **mobile web features** like the Referral Program and implemented **CI/CD**, enhancing deployment speed.

Software Engineer, Homelane

Jun 2015 – Dec 2017

- Developed **web apps, CRM, and REST APIs**, optimizing **data sync** for improved reliability and efficiency.

PROJECTS

Flip IT:	Chrome extension for Amazon price conversion.
Gourmet Food:	Food ordering app using Zomato API.
Chatter:	Real-time chat app (React, Node.js, Socket.io).
TaskR:	Trello-like task manager.

CERTIFICATIONS & ACHIEVEMENTS

- Certifications:** Kubernetes Hands-on (Udemy, Sep 2023), Generative AI for Beginners (Udemy, Mar 2025), ML Nanodegree (Udacity, Jan 2020).
- Speaker at Global Tech Conference, Amsterdam (Aug 2019):** Delivered a [talk](#) on *Microfrontends at Scale*.

EDUCATION

B.Tech in Computer Science, USICT, GGSIPU, Delhi, (77% Percentage)

2011 – 2015