



Vraj Shah *Software Engineer*

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EXPERIENCE

Bluelearn

Lead Fullstack Engineer (Web)

Bangalore, IN

Nov 2022 - Present

- Led a **4-person web frontend team**, providing mentorship and strategically assigning tasks based on individual strengths to improve efficiency and development outcomes.
- Designed scalable frontend architecture and frameworks, streamlining development processes and facilitating team performance.
- Managed DevOps infrastructure capable of supporting 250k users and withstanding **traffic surges of 500k** visits, ensuring website availability and performance.
- Built a backend for **dynamic "intent-based" onboarding** flows, capturing user intent and data to deliver personalized experiences resulting in a 20% increase in onboarding completion rates.
- Architected and implemented the "Projects" feature (fullstack), facilitating the generation of 3000+ proof of works within 3 months, driving user engagement, upskilling and eventually recruiter satisfaction.
- Worked on a full-stack upgrade of "BL Work" with Application Tracking System and Applicant Reviewing System), enhancing the user experience for applicants (real-time updates) and recruiters (profile ranking), simplifying the hiring process.
- Built an in-house IP tracking service for marketing analytics which saved the company 12 lakhs annually by eliminating external service costs and also **reducing the effective CAC**.
- Carried out **5 architecture-level rewrites** for the webapp, while ensuring continuous feature delivery and achieving a 33% efficiency gain for future development.

Frontend Engineer

Oct 2021 - Oct 2022

- Laid strong foundations for a web application architecture prioritizing extensibility, modularity, and scalability.
- Setup CI/CD pipelines using tools like Terraform, AWS Lambda, Docker, ECR, EC2 and Amplify.
- Designed & deployed a **monorepo architecture** (Next.js) to deliver a seamless user experience, with static landing pages for SEO and an SSR dashboard for dynamic content (micro-frontends).
- Contributed to a React Native-based design platform enabling **dynamic, backend-driven UIs (via JSON schema)** for web and mobile, including the development of a cross-platform design system.
- Architected interactive features, including **real-time group chat**, a video repository, and voice chat for a dynamic user experience.
- Designed and implemented a **Tailwind-based headless component library** (prior to the existence of shadcn) with an aim to have a stable yet flexible design system.
- Iteratively explored and implemented UI patterns using my custom SCSS library, Bootstrap, Chakra UI, and Tailwind CSS to achieve design goals.
- Implemented and enhanced a system enabling my team to create landing pages featuring **advanced animations** within hours instead of days.

Tech Stack: Technical Leadership, Code review, Javascript(Typescript), Next.js, NodeJS, Database Design, PostgreSQL, Express, Redis, WebSockets, Tailwind, Docker, Framer motion, GSAP, Matter.js, React Native, Terraform, AWS Lambda, Golang, Python, Metabase, Mixpanel

PresentStorie

Frontend Developer

Freelance - Remote

Sep 2020 - Aug 2021

- Developed production-grade frontends with animations and polished UX for a gifting startup's e-commerce and vendor portals.
- Established a **custom SCSS design system** to achieve pixel-perfect interfaces and streamline development.
- Learnt and implemented Next.js on the fly to meet project requirements.

Tech Stack: Javascript, Next.js, Webpack SCSS

EDUCATION

SVIT (Gujarat Technological University)

Bachelors in Computer Engineering (8.1 CGPA)

Vasad, GJ

Aug 2019 - Jul 2023

PROJECTS

Yield Image Analysis (Research Project), SVIT

Dec 2021 - Nov 2022

- Conducted ML research on image-based yield estimation for farmers, developing and benchmarking diverse object detection and counting algorithms (contour-based, watershed, R-CNN, YOLOv4/v5) to optimize performance.

Hackathon Check-in Solution, Hack Club SVIT

Sep 2022

- Built a scalable check-in solution (Go, React Native) for managing 500+ hackathon participants, featuring QR code scanning for efficient volunteer coordination.

Student Transcripts Dashboard, SVIT

May 2021

- Built student transcript generator (Next.js) fetching data & creating PDFs (explored Laravel & Livewire).

College Management System, SVIT

Dec 2020 - Nov 2021

- Contributed to the college's flutter app with 3000+ users.