Shaifali Agrawal

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EXPERIENCE

Flipkart (E-commerce Marketplace)   Nov 2024 – Present
Senior Software Engineer, Video Commerce Team

- Transforming Flipkart from a search-led marketplace to a discovery-led platform to drive customer growth.
- Designed and drove integration of influencer livestreams directly into Product Pages and other key app surfaces using content federator, improving visibility, engagement, ROI, livestream reach, and GMV impact.
- Eliminated enricher pipeline sideline backlog by identifying and fixing multiple edge-case failures, reducing queue count to zero and stabilizing future processing.
- Executed a production backfill to clean up corrupted HBase content by building deletion and backfilling APIs to restore data.

SAP   Jul 2021 – Nov 2021
Senior Software Engineer, AI Foundation

- Built a framework to migrate all MLF users to the new AIcore platform.

MoEngage (Cloud Marketing Platform)   Oct 2017 – Oct 2019
Senior Software Engineer, Push Team

- Improved campaign sending time by 60% via concurrency and user-segmentation precaching.
- Reduced campaign failure rate by 95% by building an autonomous internal monitoring system.
- Built a private Python personalization package using Jinja, adopted across multiple services.
- Designed backend systems for SMS, Webhook, and Push notification campaigns.

HashGrowth (App Store Optimization Platform)   Oct 2016 – Oct 2017
Co-founder & CTO (YC SUS17)

- Bootstrapped a B2B SaaS App Store Optimization platform.
- Designed a crawler to index the entire Google Play Store.

Zaya Learning Labs   Jan 2016 – Oct 2016
Software Engineer

- Built distributed applications using Python, Django, and Django REST Framework.
- Created **Django-SoftDelete-It**, an open-source reusable app for soft-delete support.

Google Summer of Code (Systers, AnitaB.org)   May 2015 – Aug 2015
Intern

- Performed Full Stack web development to build a meetup management system to facilitate the Systers Portal.

Outreachy (OpenStack Foundation)   Dec 2014 – Mar 2015
Intern

- Split the data and control planes of Zaqar's (OpenStack messaging service) storage layer to improve architectural modularity.

SKILLS

Languages	Python, Java, Bash
Frameworks	Django, DRF, Micronaut, Dropwizard, Bootstrap, Locust.io
Databases	PostgreSQL, MongoDB, MySQL, HBase, SQLite, Redis, Aerospike
Infrastructure	Kubernetes, AWS, DigitalOcean, OpenStack, Nginx, HAProxy, RabbitMQ

TALKS

2017	**Generators Under The Hood**	– BangPypers Meetup
2016	**Getting Started with python-openstacksdk**	– OpenStack Summit
2015	**Outreachy with OpenStack Zaqar**	– OpenStack Day India

EDUCATION

2013 – 2016	Masters of Computer Application, **IIPS, DAVV**	CGPA: 8.91/10
2010 – 2013	Bachelor of Computer Applications, **IIPS, DAVV**	CGPA: 9.07/10