

Samarth Gupta

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EXPERIENCE

TARGET | SENIOR ENGINEER

Bengaluru, India | June 2024 - Present

- Spearheaded a **high-impact** initiative to design, architect, and build a scalable Loyalty Partnership Platform enabling third-party account linking and real-time evergreen offer activations across Target and Partner ecosystems; collaborated cross functionally to define product goals and technical requirements, implemented production-ready systems from scratch, and laid the foundation for enhancing Circle 360 membership value with projected **gains in customer acquisition and revenue growth**.
- Took **full ownership** of a critical customer-facing External Partner Integration(EPI) system powering Target's third-party loyalty offers; enhanced system reliability, observability, and integration capabilities by diving deep into legacy code, aligning with partner SLAs, and implementing robust backend improvements to ensure seamless offer fulfillment across platforms.
- Designed RESTful APIs & database schema for planning & delivery of Target Weekly Ads along with the media unit support.
- **Enhanced observability** by implementing OTEL Auto-Instrumentation to enable distributed tracing across microservices.

Key Takeaways: Microservices, Observability, Event-Driven Architecture

PAYTM | SENIOR SOFTWARE ENGINEER

Remote | October 2022 - June 2024

- Improved cache hit ratio from **50% to 95%** for fetching campaigns by implementing a write-aside distributed cache in Aerospike along with API level cache-aside strategy, resulting in reduced average latency for EMI/Bank offer microservices.
- Developed a user-based segmentation system, enabling targeted offers to drive revenue from specific customer segments; resulted in a **20% increase** in upselling, attracting new customers, and boosting platform footfall.
- Reduced 3rd party API requests **tenfold** by strategically making bulk calls, saving effective cost & improved latency of API calls.
- Achieved idempotency in campaign transactions by designing a new Cassandra schema resulting in zero budget breaches.
- Engineered end-to-end offers support for cardless EMI transactions through EDC devices in the promotions services.
- Added support for Paytm Deals offers by implementing a static condition in the rule-engine for promotion services.
- Implemented SKU-level support for orders placed via payment gateway checkout so that offers are applied on a per-item basis.

Key Takeaways: NoSQL Databases, Messaging, Stream Processing, Distributed Systems

TERADATA | SOFTWARE ENGINEER

Hyderabad, India | April 2021 - October 2022

- Hackathon: Achieved **zero downtime** server upgrades by developing a prototype of upgrade service for Teradata Viewpoint.
- Engineered SSL certificate expiry alert feature, significantly reducing server security fault tolerance by an impressive **40%**.
- Solved the problem of storing configuration passwords in clear text by engineering a secure vault service which solved almost **20+** security risks related to weak password storage mechanisms.
- Collaborated with the security team for FIPS 140-2 compliance resulting in adaptation of Viewpoint by US federal services.

Key Takeaways: Restful Webservices, Security, Service-Oriented Architecture

WIPRO | PROJECT ENGINEER

Hyderabad, India | July 2019 - April 2021

- Contributed to UX-Next Team, creating IBM-TRIRIGA report renderer with React & Ag-Grid, expanding functionality.
- Implemented filter operator ("In Range") for the back-end filter engine which reduces overall user search queries by **50%**.
- Decreased customer session timeouts; created web component for session alerts & renewals in SSO/Non-SSO environment.
- Improved chrome lighthouse score from **74 to 93** for the platform by implementing web accessibility as per WCAG guidelines.

Key Takeaways: Web Components, W3C Accessibility, Monolithic Architecture

EDUCATION

B.TECH | COMPUTER SCIENCE & ENGINEERING

Dr. APJ Abdul Kalam Technical University
Lucknow, India | 2015 - 2019
CGPA: 7.93/10.0

SKILLS

LANGUAGES: Java, Kotlin

DATABASES: PostgreSQL, Elasticsearch, Cassandra

TECHNOLOGIES: JVM, Spring Boot, Apache Kafka, AWS,
Docker, Apache Storm, Grafana, Maven, Gradle, Linux

ACHIEVEMENTS

- **Silver Medal:** Achieved 2nd place in Teradata Secure Coding Tournament by solving 24 security risks within 24Hrs.
- **Top Code Contributor:** Top 2nd & 3rd code contributor for IBM-TRIRIGA in Q3-2020 & Q4-2020 respectively.