

Nubra Jarial

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EDUCATION

B.E. (Hons) Electrical and Electronics Engineering, BITS Pilani (2015 - 2019)

EXPERIENCE

Independent Projects and Product Exploration (JAN 2025 - JAN 2026)

Took a structured career break to explore product, systems, and business ideas through hands-on experimentation and technical research.

- Research deep dives about AI and tech at nubrajarial.com.
- Built small tools and prototypes. [Live tool](#).
- Ran independent ventures in the D2C space, owning end to end experimentation (product, operations, customer acquisition) to understand real world business constraints beyond code.

Senior Engineer, Backend - Topleyne, Bangalore (JUL 2022 - DEC 2024)

Core Platform and Integrations

- Architected and built the core product of Topleyne as one of the first engineers on the team - an integration framework powering data sync across 27+ third-party platforms, with a design focused on security, redundancy and solid error reporting.
- Centralized authentication and credential management across all customers and integrations, eliminating a third-party dependency and saving ~\$40K/year.
- Reduced integration rollout time from ~14 days to <2 days by creating a development and testing framework around this.
- Managed a steady rollout over 8+ months with zero customer downtime across integrations and customers.

Analytics & Query Infrastructure

Designed and implemented a custom query engine over Topleyne's proprietary star schema, enabling unified querying across CRM, analytics, and payments data

- Built support for merged, **heterogeneous datasets**, which became the **primary selling point of the analytics dashboard**.

Data Ingestion & Event-Driven Systems

- Led the implementation of Shopify data ingestion pipelines to unlock Topleyne Ads for e-commerce customers, significantly expanding the addressable market.
- Built ingestion using a **serverless, event-driven architecture**, optimized for a self-serve product.

Software Engineer, Backend -DealShare, Bangalore (SEP 2020 - MAY 2022)

Payments Platform & Transactional Systems

- Built the payments microservice end-to-end, enabling DealShare's transition from a 100% Cash-on-Delivery model to online payments during the COVID-driven demand surge
- Owned core payment workflows including order lifecycle integration, payment status tracking, reconciliation, and failure handling, ensuring correctness across high-volume transactional workloads
- Worked on multiple aspects of abuse prevention of payment system including x,y,z

Virality & Growth Systems

- Implemented end-end "DealShare Dost", a gamified referral and incentive platform that onboarded ~20,000 power users across Tier-2 and Tier-3 cities, converting them into micro-entrepreneurs
- Built reward accrual, eligibility, and payout logic tightly integrated with order and payment states

Software Engineer, Backend -UpGrad, Mumbai (Jun 2019 - Aug 2020)

JUN 2019 - AUG 2020

Payment Architecture & Program Enablement

- Implemented a new **payment abstraction layer** to support **semester-wise payments** for Upgrad's first set of **multi-year degree programs**, moving beyond one-time course payments
- Enabled flexible payment schedules aligned with academic timelines while preserving compatibility with existing checkout and enrollment flows

TECHSTACK

Backend & Systems: Python, Java, Spring Boot, Django

Data & Infra: Snowflake, MySQL, MongoDB, Redis,

Architectures: Event-driven systems, serverless systems, microservices.