

PRAKHAR GUPTA

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EXPERIENCE

DeleteMe

Jul 2024 – Aug 2025

Software Development Engineer II

Bangalore, India

- Developed a large-scale web scraping and automation system in **Node.js (Puppeteer/Playwright)** to process daily crawls and opt-out requests across 1,000+ data broker sites, handling captchas, multi-step forms, and verification flows. Increased throughput to **50K+** removals per month
- Mentored** 3 engineers, onboarding them to systems and processes until fully productive.
- Optimized platform for high-volume, detection-resistant web automation by adding smart IP rotation, stealth browsing, automated captcha solving, and browser fingerprint masking.

ColdMessageAI

Oct 2022 – Mar 2024

Founder

Gurugram, India

- Built an app which automates sales prospecting powered by **GenAI**. Used **Typescript, Node.js, Prisma** for backend, **React, Next.js** for frontend and **Docker, Terraform, AWS, Github Actions** for Infra.
- Experimented with **LLM fine-tuning** for domain-specific sales tasks and explored **RAG (Retrieval-Augmented Generation)** pipelines to improve personalization and response accuracy.

Amazon

May 2021 – Oct 2022

Software Development Engineer

Hyderabad, India

- Assisted in developing an employee support platform from the ground up, using **React** for front-end design, integrating backend APIs with **Java Spring**, and utilizing **AWS DynamoDB** for robust data storage. This platform is currently used by all Amazon employees.
- Worked with team to increase tax matching workflow speed by 15x by adding client-side **AWS ElastiCaches**, creating notifier systems using **AWS Lambda** and optimizing **AWS Step Functions** and **AWS S3** Queries.
- Planned and proposed high and low level designs of a new initiative, **communicated** best solutions and outlined detailed steps for incremental implementation of the project.
- Improved **CI/CD** Infrastructure of existing micro-services. Incorporated multiple steps in the pipeline to ensure security and quality control, including blocking the pipeline in case of security risks and requiring multiple approvals before deploying to production.

OYO

Jan 2020 – May 2021

Software Development Engineer

Gurugram, India

- Implemented the **LambdaRank** Research Paper from scratch using **Python** and **LightGBM** to demonstrate the effectiveness of an improved ranking algorithm. This led to **15%** increase of bookings in the app.
- Processed **100TB+** of big data using **AWS EMR** and **PySpark** to create cleaned dataset. Built **ML models** on this data, tested and deployed them to the OYO app. Resulted in an approximate increase of **\$20M** in revenue per year.
- Built ETL data pipeline for various new features which helped in increasing performance of models.
- Took ownership of building separate ML models for New Users. **Led and mentored** 2 SDE interns on this project. This project reduced customer churn rate by upto **5%**.
- Created city clusters using **Python** and **Scikit-learn**. These clusters were used to divide cities into segments on which models were trained and launched.
- Built a backend service using **SpringBoot** and **Flask** to manage model configurations for ranking platform.

EDUCATION

The LNM Institute of Information Technology

Jaipur, India

B.Tech in Computer Science and Engineering

2016 – 2020

Relevant Coursework - Data Structures & Algorithms, Object Oriented Programming, Operating Systems, Database Management System, Artificial Intelligence, Data Science

TECHNICAL SKILLS

Languages: Java, Python, JavaScript, SQL

Frameworks: React, Next.js, Node.js, Flask, Nest.js

Databases: PostgreSQL, Prisma, Redis, Elasticsearch, MySQL, DynamoDB

Devops: Docker, Terraform

Misc: Git, AWS