

Rakesh Androtula

Senior Engineering Manager - Product

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Summary

Visionary **Engineering Leader** with **20+** years of experience architecting and delivering scalable, high-performance mobile and web applications and consumer-facing platforms. Led Product engineering for direct-to-consumer **mobile** and **web** product with **8M+** active users, driving usability, performance, and cross-platform consistency. Spearheaded the launch of **Gen AI-powered Virtual Assistant**, reducing **600K+ monthly customer care calls**, enhancing user experience, and freeing support bandwidth. Hands-on and deep expertise in **frontend architecture**, MVC patterns, and scalable UI design. Proven track record of mentoring engineers, fostering innovation, and collaborating with UX and product teams to deliver intuitive, delightful experiences. Adept at balancing technical depth with **strategic leadership** in fast-paced environments.

Key Accomplishments

Product Scale & Ownership: Led engineering for direct-to-consumer mobile and web product with 8M+ active users, ensuring performance, usability, and scalability.

Gen AI Transformation: Introduced and scaled Virtual Assistant, reducing 600K+ monthly customer care calls, streamlining support operations, and accelerating digital engagement.

Organizational Growth: Built and mentored two autonomous domain teams of 30 associates and helped in scaling engineering from 5 to 60+ members.

Frontend Leadership: Architected **Angular & React** based applications with strong MVC patterns, responsive design, and scalable UI components.

Cloud Optimization: Migrated EC2 workloads to EKS & ECS Fargate, reducing cloud spend by 15% while improving reliability.

Cross-Functional Alignment: Partnered with product and UX teams to translate business goals into technical roadmaps and OKRs.

Work Experience

Engineering Manager | Experian | May 2024 - Present | Hyderabad (GIC)

- Collaborated with **executive leadership** and product teams to drive **strategic planning** and translate business objectives into actionable engineering roadmaps and OKRs.
- Led engineering teams for a direct-to-consumer product with **8M+** users, delivering scalable mobile & web applications, resolving architectural challenges, and optimizing deployment cadence.
- Spearheaded the implementation and roll out of **Virtual Assistant**, a Gen AI chatbot that reduced **600K+ monthly support calls**, improving operational efficiency and user satisfaction.
- Collaborated with **Product Managers** and **UX Designers** to translate business requirements into intuitive technical solutions.
- Contributed **reusable** components to a centralized **design kit**, enhancing consistency and accelerating development across modules.
- Mentored engineers, led **tech talks**, and fostered a culture of **ownership** and **continuous improvement**.
- Championed **A/B testing** and **analytics-driven** development to enhance user engagement.
- Streamlined development workflows and optimized **deployment** cadence.
- Mentored interns and **new hires**; collaborated with **recruitment teams** and participated in **college hiring** programs to attract high-potential engineering talent.
- Implementing ML-based personalization and Gen AI use cases for predictive user flows.

Engineering Manager | Outplay | May 2022 - Apr 2024 | Hyderabad

- Led the end-to-end development of a **multi-tenant SaaS product** of **1 million users**, ensuring alignment with strategic business objectives.
- Championed the adoption of a **modern microservices** and **event-driven architecture** with Kafka to improve system resilience and scalability.
- Delivered real-time transactional workloads with sub-second latency and reporting capabilities and external integrations that expanded the product's value proposition.
- Reduced trivial bug discovery by **30%** through the implementation of automated testing frameworks.
- Mentored a **40-member** team and established robust CI/CD pipelines, significantly improving development velocity.

Technical Architect | Coforge | Nov 2021 - May 2022 | Hyderabad

- Designed and architected an API-first, event-driven system for real-time transactions.
- Converted legacy ETL packages into scalable RESTful services using a modern architectural approach.
- Architected cloud-native solutions with forward-looking migration strategies

Project Lead / Solution Architect | Applied Info Services | Dec 2014 - Nov 2021 | Hyderabad

- Migrated legacy .NET applications to microservices and containerized them for deployment on Azure.
- Delivered enterprise-grade Azure PaaS solutions and developed mobile applications using Xamarin.
- Implemented workflow automation and alert systems using MS Teams to improve team communication and response times

Programmer Analyst | Franklin Templeton Investments | Dec 2014 - Nov 2021 | Hyderabad

- Developed scalable web applications using ASP.NET MVC and SQL Server
- Modernized legacy VB6 apps into .NET Windows applications
- Built notification systems for print order workflows

IT Engineer | CMC Ltd. | Aug 2006 - Dec 2014 | Hyderabad

- Developed Windows and Web applications using .NET framework.

Key Skills

Strategic Leadership: OKR Development & Execution, Team Building, Mentorship, Organizational Scaling, Budget & Resource Management, Stakeholder Communication

Technical Expertise: Cloud-Native Architecture (AWS, Azure), Microservices, Gen AI/ML, SaaS, APIs, CI/CD, Kubernetes, .NET Core, Golang, React, Angular, Dart, Flutter, Xamarin, Swift & Kotlin

Product & Operations: Agile Methodologies, Product-Led Growth, Analytics & A/B Testing, Release Management, Infrastructure Cost Optimization

Education & Certifications

B.Tech - Intell Engineering College, Affiliated to JNTU Hyderabad

Certifications:

- AZ-300: Microsoft Azure Architect Technologies
- 70-480: Programming in HTML5 with JavaScript and CSS3
- 70-486: Developing ASP.NET MVC Web Application