YARRAMREDDY SAINATHREDDY

Backend Software Engineer

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SKILLS

Languages & Frameworks: Ruby on Rails, Go (Gin, GORM), C++, SQL
Databases & Infrastructure: PostgreSQL, Redis, Sidekiq, AWS S3, Docker
Backend Engineering: RESTful APIs, Background Jobs, Server-Driven UI
Domain Expertise: E-commerce, ERP Systems, CRM, Inventory Management, Payment Integration, CMS
Problem Solving: Data Structures & Algorithms (210+ problems on LeetCode)

WORK EXPERIENCE

Software Engineer Flaer Homes — Mar 2024 - Present
Backend Engineer building scalable platforms for interior commerce and operations

Exfactory Platform — Multi-Brand Marketplace (Ruby on Rails)   Sep 2025 - Present

- Building D2C marketplace platform for A-Z interior products across multiple brands with server-driven UI architecture enabling non-technical teams to design app pages without code deployment.
- Architected CMS system with Pages → Sections → Components hierarchy supporting 10+ dynamic component types (banners, carousels, grids, video reels, search bars) with live preview and publish/unpublish control in admin dashboard.
- Designed flexible nested product creation API enabling m×n SKU generation from property/option combinations with bulk media uploads in single transaction, streamlining catalog management workflows.
- Implemented granular inventory management with batch, serial, and untracked inventory types across multi-warehouse nodes, with real-time ledger tracking and allocation workflows for order fulfillment.
- Built end-to-end shipment lifecycle (creation → batch/serial assignment → packing → invoicing → dispatch → delivery → returns) with credit note generation and city-pincode serviceability mapping.
- **Technologies:** Ruby on Rails, PostgreSQL, Redis, Sidekiq, AWS S3, Docker, RESTful APIs

CRM System — Built from Scratch (Go/Gin)   Jan 2025 - Present

- Architected CRM system from ground up using Go/Gin with clean layered architecture (handlers, services, repositories, DTOs) serving dual interfaces: mobile app for field sales team and web dashboard for managers.
- Designed 5-stage lead pipeline (Lead Discovery → Verification → Qualification → Deep Info → Conversion) with activity tracking, visit management, task assignment, and outcome collection with photo proofs.
- Built real-time GPS location tracking system with geo-fence based pings (every 50m or 1-5 min intervals) leveraging Go's goroutines to handle concurrent location updates from multiple sales reps without blocking or timeouts.
- Implemented role-based hierarchy with Firebase push notifications for activity reminders (30-min before), check-in/check-out alerts, and calendar integration with background scheduler for automated workflows.
- **Technologies:** Go, Gin, GORM, PostgreSQL, Redis, Firebase, JWT, AWS S3, Background Workers

B2B ERP Platform & D2C E-commerce (Ruby on Rails)   Mar 2024 - Present

- Built comprehensive ERP platform with 150+ REST APIs managing procurement (vendor-SKU mapping, PO, GRN), multi-warehouse inventory (available/blocked/in-transit tracking, STOs), order processing, business partner ledgers, and role-based access control, eliminating third-party Unicommerce dependency.
- Developed D2C e-commerce platform (flaerhomes.com) with product catalog, cart management, Easebuzz payment gateway integration using idempotency keys for transaction consistency, Exotel SMS OTP verification, and 4-tier customer classification (GST/KYC-based) for targeted B2B pricing.
- Implemented SKU ladder pricing engine with dynamic rate contracts based on order quantity and customer tier, multi-address support, wallet recharge flow, and invoice generation using WickedPDF.
- Optimized performance by eliminating N+1 queries with ActiveRecord eager loading, implemented Redis caching for product listings and sessions, and Sidekiq background jobs for email notifications and report generation.
- **Technologies:** Ruby on Rails, PostgreSQL, Redis, Sidekiq, AWS S3, Easebuzz, Exotel, Docker, RSpec

EDUCATION

Aug 2019 - Aug 2023

Malla Reddy Engineering College

B.Tech, Electronics & Communication Engineering

CGPA: 7.6/10