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Professional Summary

Senior Product Engineer with **5+ years** of experience in **full-stack and mobile app development**. Proven expertise in **architecting, developing, and deploying scalable, high-performance** applications serving **millions of users** across **B2C** and **B2B** platforms.

Strong track record of **leading end-to-end delivery**, from **system design and architecture to deployment** and optimization, while ensuring **user-focused engineering practices**. Experienced in mentoring teams, driving feature rollouts, and contributing to scalable product innovation.

Skills

Languages: JavaScript, TypeScript, SQL, Node.js

Frameworks & Libraries: React.js, React Native, Next.js, Redux, MobX, Realm, Expo, Express, Fastify

Databases & Back-End: PostgreSQL (Prisma, Sequelize), MongoDB, REST APIs, GraphQL

Technologies & Tools: Git, Jest, Detox, Firebase, Docker (basic), Jenkins, CI/CD, Firebase Analytics, CleverTap, AppsFlyer, Adjust, Adobe Analytics

Work Experience

Aditya Birla Fashion and Retail - B2C Fashion E-Commerce Platform, Bangalore

Jan 2021 - Present

- Codingmart Technologies

Senior Product Engineer - React native & React Developer

Super App (Mar 2023 – Present): Architected and delivered a **unified multi-brand platform**, integrating Peter England, Van Heusen, Louis Philippe, Allen Solly, Reebok, Forever21, American Eagle, and Simon Carter.

ABFRL E-Commerce Template (Dec 2022 – Mar 2023): Designed and implemented a **dynamic, reusable** React & React Native **template/package** to accelerate rollout of upcoming ABFRL brand apps.

Brand-specific Apps (Jan 2021 – Mar 2023): Built and deployed dedicated mobile apps for Peter England, Louis Philippe, and Van Heusen.

- Developed and deployed **8 scalable mobile apps (iOS & Android)** and **web applications**, serving **3.6M+ downloads**, enabling seamless **OTA updates via CodePush (~95% success rate)** with **zero-downtime deployments**.
- Optimized app **performance and stability**, improved **load times by 50%+**, achieved **99.92% crash-free rate**, using APM monitoring, React Native upgrades, CodePush, and advanced code optimization techniques.
- **Led and mentored teammates, including senior developers**, managing feature rollouts, conducting code reviews, and maintaining high code quality, resulting in **60% reduction in production bugs** and **98% on-time delivery**.
- Built **end-to-end e-commerce flows** (Home, PLP, PDP, Search, Wishlist, Cart, Payments, Orders, Returns/Exchanges, Loyalty & Credits, Address Management, Profile, Store Locator, Gift Wrap, Hyperlocal & Express Delivery), **driving high adoption across millions of users**.
- Integrated **payment gateways and social logins (Juspay, Paytm, Razorpay, Google, Apple, Facebook)**, and implemented **personalized notifications & engagement features via Firebase Cloud Messaging and CleverTap rich push notifications**, leveraging **analytics tools (Firebase, CleverTap, Adobe, AppsFlyer, Adjust)** to boost retention and conversions.
- Enabled **customization and personalization** through AEM templates, microsites, monogramming, Secret Manager, and **integrations** with Prime AI, Yellow Messenger, LimeChat, Virtual Try & Buy, and AF One-Link, enhancing user experience and app capabilities.

Product Engineer - Full-Stack Development (React Native, React, Node.js, PostgreSQL)

- Built a dealer-focused **B2B showroom platform (web & mobile)** with **role-based access control** for admins, dealers, employees, and sub-showrooms.
- Delivered **modules** including product catalog, inventory & stock tracking, bulk order management, customer leads & test drives, sales dashboards, service/warranty, and logistics tracking.
- **Scaled platform adoption across thousands of dealerships**, supporting large-scale showroom operations with reliable performance and maintainability.
- Migrated mobile app from **Expo → React Native**, reducing dependency overhead and aligning with the latest ecosystem standards.
- **Deployed and maintained** applications across React.js, React Native, Node.js, and PostgreSQL, with internal **App Store & Play Store** distribution.

Additional Projects

- **Schedula (Healthcare – Doctor Appointment App)**: Cross-platform React Native app for secure doctor appointment booking with role-based authentication & scheduling workflows.
- **HubApp (Order Aggregation Platform)**: Web & mobile solution for hotels/cloud kitchens to unify Swiggy/Zomato orders into a dashboard with reporting.
- **LifeSync (Lifestyle – Goal Tracker App)**: Mobile app with habit tracking, daily notifications, and personalized tips to boost user engagement.
- **99land (Real Estate – Property Listings Platform)**: Web & mobile apps with map integration, role-based access, and backend (Node.js, MySQL) powering secure APIs & scalable data models.

Education

K.S.R. College of engineering, Tamilnadu

Aug 2017 - Jun 2021

B.E. in Computer Science and Engineering, Graduated with Distinction

CGPA: 8.83/10

Relevant Coursework: Data Structures & Algorithms, Object-Oriented Programming, Database Management Systems, Operating Systems, Computer Networks, Software Engineering, Cloud Computing, Artificial Intelligence, Python Programming, Cryptography & Network Security.