

SARAH KULSOOM

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PROFESSIONAL SUMMARY

Software Engineer with 2+ years of experience contributing to **product development** for **market-scale consumer systems**, with a strong focus on reliability, observability, and system quality. Experienced in working cross-functionally with **designers, engineers, QA, and platform teams** to ship features, resolve ambiguity, and improve end-user experiences using data and technical insights. Deeply product-driven, with strong instincts for **customer experience, problem clarity, prioritization, and experimentation**, and a passion for building delightful, high-quality products.

PROFESSIONAL EXPERIENCE

HP Inc – R&D

Software Engineer

BENGALURU, Feb 2024 – Dec 2025

- Contributed to development and maintenance of **HP Smart**, a **market-leading consumer application used by millions of users worldwide** for device setup, scanning, and printer management
- Diagnosed and fixed 75+ critical production defects** across backend services and application components using log analysis, debugging, and root-cause investigation, directly improving end-user stability and reliability
- Built and enhanced **internal developer and support tools** that improved debugging, diagnostics, and workflow efficiency, resulting in $\sim 10\times$ productivity improvement for internal teams
- Worked across **.NET and Java backend services and REST APIs**, supporting feature delivery and production workflows for a high-traffic consumer platform
- Led contributions to a **distributed observability Proof of Concept using OpenTelemetry**, improving service traceability and **significantly reducing time-to-debug** for production issues
- Operated within a **security-conscious SDLC** for a large-scale consumer product, following secure coding practices, code reviews, and compliance requirements
- Collaborated with **cross-functional teams (engineering, QA, platform)** in Agile sprints, contributing to prioritization decisions by balancing **user impact, reliability improvements, and delivery velocity**
- Partnered with product managers and engineering leads to **clarify requirements, assess feasibility, and prioritize fixes** and improvements based on user impact and business risk
- Used logs, metrics, and dashboards to analyse system behaviour and support **data-informed decisions** around reliability improvements and incident prevention

CHECKPOINT SYSTEMS

Software Engineer Intern, Full time

BENGALURU, June 2022 – Mar 2023

- Built Java-based backend automation tools supporting enterprise retail loss-prevention systems deployed across multiple customer environments
- Automated manual configuration workflows, for **1000+** JSON files reducing setup time and operational errors for internal teams by $\sim 40\%$
- Worked with SQL datasets and REST APIs to validate and process backend configurations across dozens of deployment scenarios
- Collaborated with QA and senior engineers to debug and stabilize releases, reducing post-deployment issues and improving release confidence.

SLEEKSKY LLC

Frontend developer intern

BENGALURU, May 2021–July 2021

- Built and shipped **React-based UI components** for a customer-facing web product used by early-stage users
- Translated **product requirements and design feedback** into responsive, production-ready interfaces
- Improved **UI responsiveness and usability**, reducing visible UI defects and iteration cycles during development
- Collaborated with designers and backend engineers to design and ship user-facing features for a web product
- Translated product requirements, design mock-ups, and user feedback into responsive, production-ready UI components
- Participated in feature iteration cycles, contributing to discussions on usability, interaction design, and visual consistency

EDUCATION

MVJ COLLEGE OF ENGINEERING

BACHELORS OF ENGINEERING, COMPUTER SCIENCE

BENGALURU

June 2022

PROJECTS

EVENTUALLY

Product Experiment

- Owned **end-to-end product development** from problem discovery → hypothesis → MVP → success metrics, focused on reducing decision paralysis in knowledge workers
- Designed a **decision-closure flow** converting ambiguous decisions into atomic next actions, addressing **4 cognitive blockers** (fear, information gaps, dependency, overthinking)
- Built a **rules-based intent engine** generating **explainable action nudges** in <300ms, prioritizing transparency and user trust over black-box automation
- Defined **3 core product metrics** (decision-closure rate, time-to-first-action, drop-off points) to evaluate behavioural impact
- Delivered a **production-quality MVP** in <72 hours, intentionally scoped to validate user behaviour before investing in scale.

WhatsApp Business Automation | Full-Stack Project

- Built a **WhatsApp automation system** enabling businesses to programmatically manage customer messages using **webhooks and REST APIs**
- Designed for **reliability and edge-case handling**, including message retries, validation, and secure data processing in asynchronous workflows

CERTIFICATIONS

- Microsoft Azure Fundamentals - AZ 900
- Meta Frontend developer

SKILLS

Languages: Urdu (Native), English (Fluent), Hindi (Proficient), Kannada (Fluent)

Product & Design: Product development lifecycle, Requirement gathering, Problem framing, User journeys, UX/UI collaboration, Design discussions, Experimentation, Prioritization

Engineering: Java, Python, JavaScript, TypeScript, .NET, REST APIs

Frontend: React, HTML, CSS, UX Collaboration

Data & Reliability: SQL, Logging & Observability, OpenTelemetry, Debugging, Root-Cause Analysis

Tools & Process: Git, Azure, CI/CD, Agile, Secure SDLC