

KALYANA CHAKRAVARTHY SETTY

Senior Software Engineer

PROFESSIONAL SUMMARY

Senior Software Engineer with over two decades of experience in transforming complex systems into scalable, serverless architectures utilizing AWS and other cloud technologies. Known for pioneering performance optimization and system architecture, with a notable history at top-tier companies like Google. Passionate about driving innovation and excellence in multi-level marketing and finance sectors, leveraging advanced skills to deliver exceptional results.

SKILLS

Ruby on Rails,
JAVA, Spring Boot, Scala, Play, C,
C++,
AWS Services(EC2, EKS, Lambda,
S3, SQS, SNS, Dynamo DB, Redis,
Kinesis/Firehose, API Gateway, Cloud
Formation),
DevOps(Kubernetes, Docker,
Jenkins),
Azure, GCP, Big Query,
jQuery, Javascript, React, Angular,
Node JS, Bootstrap,
RDBs (Oracle, PostgreSQL, MySQL),
No SQL(Mongo, Dynamo DB),
Elastic Search, Solar, Redis,
Kafka, RabbitMq, AWS SQS, AWS
SNS, Apache ActiveMQ, Kinesis,
Microservices, Serverless
Microservices,
ETL, Data pipeline,
Grafana, Kibana, Scout, Prometheus,
Ansible, Argo CD,
GIT, SVN, Perforce, REST,
System Architecture, Scalability,
Agile Methodologies, Data Analysis,
CI/CD(Jenkins), Containerization,
Performance Tuning, Performance
Optimization.

LINKS

Linkedin: www.linkedin.com,
Github: github.com.

PROFESSIONAL EXPERIENCE

- ♦ **Designed, developed, and deployed** scalable, high-performance applications.
- ♦ **Expertise in Ruby on Rails (9 years) and Java (12 years).**
- ♦ Built and optimized **highly scalable shopping platforms**, efficiently handling millions of transactions during Black Friday sales without performance issues.
- ♦ Extensive experience in **integrating backend systems** and exposing APIs to clients.
- ♦ Proficient in **CI/CD pipeline setup** using Jenkins, AWS Kubernetes (AKS), and Docker.
- ♦ Designed, developed, and deployed **serverless microservices** on AWS, utilizing **API Gateway, Lambda, Kinesis Streams, S3, SQS, SNS, and DynamoDB**.
- ♦ Skilled in **migrating monolithic applications** to microservices architecture.
- ♦ Experienced in **custom ETLs, cron job automation, and monitoring tools**.
- ♦ Implemented **Kafka pipelines** for efficient ETL processing.
- ♦ **Full-stack development expertise**, including modern JavaScript frameworks like React and AngularJS.
- ♦ Integrated **multiple payment gateways** such as **BrainTree, WorldPay, Worldline, Nexio Pay, Propay, and PayPal**.
- ♦ **Industry experience** spans **MLM (Multi-Level Marketing), Banking & Financial Services, Retail, Healthcare, and CRM**.
- ♦ Developed a **dynamic reports engine** for configurable reporting.
- ♦ Created a **rules engine** to automate event triggers, dynamic emails, job execution, and custom event callbacks.
- ♦ Developed **personalized web pages** with integrated shopping capabilities.
- ♦ Built a **custom content translation module** supporting hierarchical structures.
- ♦ Engineered **dynamic widget pages**, configurable by user type, location, rank, and subscription status.
- ♦ Hands-on experience with **ElasticSearch, Redis, and Solr** for optimized search and caching solutions.

EMPLOYMENT HISTORY

SENIOR SOFTWARE ENGINEER *iCentris*

Apr 2009 - Present
Salt Lake City, Utah

- ♦ Enhance user experience by reducing Spree load times by 40% for improved efficiency.
- ♦ Architect serverless apps with gamification, boosting engagement by 300% and reducing load.
- ♦ Developed Rules Engine for dynamically Job Triggerings and Notification setups.
- ♦ Decomposed monolithic systems into scalable microservices, ensuring high QA standards.

Launch subscription tools, expanding services and increasing revenue for MLM clients.

Clients: Partylite, Avon, Monat, Thirty-One Gifts, Nature's Sunshine, Stampin' Up, WorldVentures, Tupperware, Nikken, IDLife, ListenUniversity, Nivetica, LiveUltimate

Key Projects & Achievements

PartyOrder (2024-2025) – Multi-Tenant eCommerce Platform

Clients: Partylite

- ♦ Developed a **party-based ordering system** allowing users to create and manage purchases with distinct roles for hosts, guests, and consultants.
- ♦ Integrated multiple **payment methods(WorldPay, Worldline)**: Card, Bank Transfer, Direct Debit, Earnings, Gift Cards, and Coupons.
- ♦ Standardized **promotions across eShop consultants/customers and PartyOrder roles**.
- ♦ **Technologies**: Ruby on Rails 6, AWS, SideKiq, Kafka, Turbo Streams, WebPack

Halo (2021-2024) – Multi-Market PWP Shopping Platform

Clients: Partylite, Avon, Monat, Thirty-One Gifts, PartyLite, Nature's Sunshine, Stampin' Up, WorldVentures

- ♦ Led the development of a **multi-market** shopping platform with advanced reporting and seamless **payment integrations**.
- ♦ Integrated **ProPay, PayPal, and Nexio Pay, BrainTree** ensuring secure transactions and efficient **user role management**.
- ♦ Designed and maintained a **multi-tenant system handling millions of users across multiple markets**.
- ♦ **Technologies**: Ruby on Rails, AWS, React, Kafka, Kubernetes, Jenkins, Docker, ETL

Gamification (2020-2021) – Multi-Tenant Gamification System

Clients: Tupperware, Monat

- ♦ Designed and developed a **real-time gamification platform**, processing millions of user events across different clients.
- ♦ Built a **custom rule engine** for **point calculations, target achievements, and leaderboard tracking**.
- ♦ Scaled the application to **handle millions of requests per minute**, leveraging AWS for seamless scalability.
- ♦ **Technologies**: AWS Lambda, API Gateway, Kinesis Streams, DynamoDB, SQS

Vibe (2017-2020) – MLM & CRM Platform

Clients: Tupperware, Nikken, IDLife, ListenUniversity, Nivetica, LiveUltimate

- ♦ Developed **MLM tools, shopping platforms, reporting systems, and ETL solutions**.
- ♦ Integrated with **backend systems like Exigo and Infotrax**.
- ♦ Developed custom Reports Engine to dynamically create reports.
- ♦ Designed and implemented a **Rules Engine** to automate job execution, notifications, and email triggers.
- ♦ **Technologies**: Ruby on Rails, AWS ECS, Resque, Elastic, Mongo, Mysql

Odyssey (2013-2017) – MLM Commissions Engine

Clients: Take Shape For Life, Univera

- ♦ **Optimized performance and accuracy** of the MLM commissions engine.
- ♦ Enhanced **tree/chain creation**, allowing new users to be added dynamically without a full system rebuild.
- ♦ Developed a **scalable backend** for **MLM commissions and tree mapping**.
- ♦ **Technologies**: Java, Spring, Hibernate

Esuite (2009-2013) – Enterprise Shopping & CRM Tools

Clients: Herbalife, Longaberger, Take Shape For Life, Nikken, Soul Purpose, Beach Body, Forever Living, 4Life

- ♦ Designed and developed a **comprehensive suite** for **shopping, reporting, CRM, and ETL**.
- ♦ Built a **robust reporting engine** and enhanced shopping and promotions features.
- ♣ **Technologies:** Java, Spring, Hibernate, Ofbiz

SOFTWARE ENGINEER

Google

Jun 2007 - Apr 2009

Hyderabad

- ♦ Built automation framework for Blogger, boosting productivity and reducing manual tasks.
- ♦ Optimized code repository, cutting retrieval times and speeding up development.
- ♦ Created mobile search testing infrastructure, enhancing reliability by 300%.
- ♣ Implemented financial tracking tool for Google Finance, saving a week monthly for accountants.
- ♦ Technologies: Java, C++

ASSOCIATE

Ameriprise

Jun 2006 - Apr 2007

Hyderabad

- ♦ Led core banking migration, aligning XML formats for 7 apps, boosting system efficiency.
- ♦ Enhanced system performance with Java upgrade, Spring, and Hibernate frameworks.
- ♦ Optimized inter-app communication by engineering message queues in WebSphere MQ Server 6.
- ♣ Authored 1000-page manual ensuring seamless knowledge transfer and operations.
- ♦ Developed UML diagrams for clear system architecture, supporting team understanding.

TECH LEAD/DEVELOPER

MatrixOne Software

May 2004 - May 2006

Hyderabad, India

- ♦ Developed a survey tool for Boston University, enhancing data collection and export capabilities.
- ♦ Integrated LDAP for secure user access, simplifying authentication processes.
- ♣ Created SQL queries for Business Objects, boosting data analysis efficiency.
- ♦ Contributed to Retail Expert Navistor for GAP, improving data export and XML model generation.
- ♦ Utilized AJAX for seamless server communication in a single-page application.

EDUCATION

MASTER OF SCIENCE IN INFORMATION SYSTEMS

Andhra University

2001 - 2003

Visakhapatnam

74%

BACHELOR OF COMPUTER APPLICATIONS

Andhra University

1998 - 2001

Visakhapatnam

80%