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Frontend software engineer specializing in React, Next.js, and high-performance UI engineering. Skilled in building scalable, user-centric web applications with strong foundations in component architecture, design systems, performance optimization, and accessibility. Experienced in shipping AI-integrated SaaS platforms to large user bases. Active contributor to the React ecosystem and frequent speaker at community meetups.

EXPERIENCE

Product Engineer

February 2025 — Present

Foyer (Merlin AI & Thine)

Product engineering ownership across Merlin AI and Thine, spanning core platform maintenance, growth, payments, churn reduction, and revenue-impacting product initiatives, alongside high-performance frontend development.

- Took end-to-end ownership of Merlin AI’s platform health, including maintenance, stability, and production issue resolution across critical user flows.
- Improved payments and subscription lifecycle improvements, optimizing billing reliability and reducing payment-related drop-offs.
- Shipped churn-reduction strategies across cancellation and downgrade flows, directly improving customer retention.
- Drove revenue-focused product updates by identifying high-impact user friction points and shipping meaningful feature improvements to retain and up-sell users.
- Shipped ChatGPT Imports UI, enabling 10,000+ users to migrate chat history seamlessly and accelerating product adoption.
- Built project-based chat history pages, improving navigation clarity and increasing session retention by 15%.
- Revamped the Model Selector, boosting model adoption by 80% and improving user satisfaction by 30%.
- Led real-time prompt and streaming UX enhancements, supporting smooth, responsive interactions for 2M+ users.
- Engineered animation-centric product experiences for Thine’s web platform with a strong focus on visual storytelling and brand expression.
- Developing an interactive landing page featuring a video timeline to communicate product narrative and value.
- Implemented advanced split-text and motion-driven animations to elevate engagement across manifesto and marketing pages.

Software Engineer

December 2024 — February 2025

SARAL - The Influencer OS

Built core features and internal tools improving efficiency and decision-making for influencer campaigns.

- Enhanced real-time campaign metric tracking, empowering managers with data to improve campaign ROI by up to 20%.
- Built a content submission system to streamline influencer-brand collaboration, reducing content approval times by 60%.
- Engineered a multi-select drag-and-drop feature for campaign management, increasing ops efficiency by 40% for large-scale campaigns.
- Delivered revamped dashboard—reduced onboarding and insight delivery time by 30%.

Founding Product Engineer

June 2024 — December 2024

Proof-of-Skill Protocol

Architected and launched a decentralized skill validation protocol, revolutionizing unbiased, transparent candidate evaluation for tech hiring.

- Scaled cloud infra (EC2, NGINX, PM2, Next.js) to support 5000+ actions on the platform.
- Launched recruiter dashboard with skill heatmaps, driving smarter hiring for 20+ partners.
- Built proctored assessment workflow with real-time streaming, cutting time-to-interview by 50%.
- Designed and implemented a voting-based consensus algorithm to ensure fair and transparent skill validation across a network of 150+ validators.
- Led MVP development for validators, candidates, and recruiters.

Independent Contractor

February 2024 — May 2024

Freelance

Delivered AI-powered products for hiring and skills validation as an independent engineer.

- Deployed scalable Next.js UIs with AI workflow integration.
- Engineered an AI-powered quiz system with Vercel AI SDK and OpenAI.
- Built recruiter analytics platform with advanced candidate search.

Software Engineer

August 2023 — January 2024

StartupHire

Built marketing pages and platform features.

- Developed internal tools and handled DevOps solutions to streamline operational workflows.

- Engineered job seeker dashboard and application flow for enhanced user experience.
- Designed and built consumer-facing landing page to drive user acquisition.
- Collaborated with cross-functional team to build recruiting pipeline, reducing manual workload for hiring managers.
- Played key role in building the StartupHire founding team through candidate sourcing, interview coordination, and talent acquisition processes.

Research Assistant
National Yang Ming Chiao Tung University

February 2023 — July 2023

- Built and optimized indoor positioning system interfaces for a cutting-edge IoT research project.
- Enabled 3D real-time visualization of tracking data for production ready factories and research labs.
 - Enhanced UWB positioning accuracy from 20cm to under 10cm—significantly improving research outcomes.
 - Developed a frontend for an MQTT-powered indoor positioning platform to visualize real-time data from IoT devices.

Software Engineer
Locus Connect

July 2022 — January 2023

- Developed core 3D visualization and internal infra tools for proprietary IoT positioning solutions.
- Dockerized and maintained internal services, achieving 99.9% uptime and cutting deployment times by 80%.
 - Created and maintained the marketing site for B2B outreach.
 - Produced frontend for 3D positioning platform, supporting live deployments.

UX Designer
iNeuron.ai

May 2022 — June 2022

- Designed intuitive user experiences and managed design systems for ed-tech platforms.
- Crafted marketing collateral for two campaign launches, contributing to a 20% increase in lead generation.
 - Managed a scalable design system, increasing developer velocity by 30%.
 - Created user flows for hiring and onboarding.

Technical Writer
Plusklass

January 2022 — April 2022

- Authored and curated technical content for HTML/CSS/JS modules, driving learning impact for novices.
- Structured and reviewed curriculum, improving student course completion rates by 40%.
 - Created beginner-friendly learning content adopted by 2,000+ new users.

OPEN SOURCE CONTRIBUTIONS

streamdown feat: add table markdown copy and csv/markdown download options #99 feat: add download functionality to code blocks #102 feat: add image download functionality with hover controls #103	vercel/streamdown
ai-elements feat: add speech to text input to prompt area and update test and example apps #112	vercel/ai-elements

PROJECTS

Thine Landing
www.thine.com

November 2025

- Animated landing experience for Thine, a reflective AI companion.
- Delivered smooth transitions, scroll animations, and expressive motion design.
 - Designed with Tailwind, Framer Motion, and custom animation systems.
 - Optimized for fast load performance and emotional impact.

Models Surf
models.surf

September 2025

- Interactive directory for exploring, filtering, and comparing AI models and their capabilities.
- Built lightweight searchable UI optimized with virtualization.
 - Designed for discoverability and developer-first exploration.
 - Open-source and built with clean modular architecture.

AI-powered personal knowledge base for collecting, organizing, and querying content with contextual understanding.

- Supports search and retrieval using LLMs and RAG patterns.
- Built for organizing web links, notes, and documents into a unified knowledge layer.
- Optimized around latency and streaming user workflows with React Query.
- Delivered frictionless knowledge exploration through a clean interface.

Modern browser-based TS/JS playground with real-time execution and console output.

- Built using TypeScript Compiler API for accurate diagnostics and evaluation.
- Open-source tool used by learners and interviewers.
- Smooth execution sandbox with intuitive editor-console interactions.

Fun meme soundboard where your most played sounds float to the top.

- Built with delightful animations using Framer Motion.
- Persistent state using Zustand for ranking and usage tracking.
- Lightweight, fast and mobile-responsive.

Revamped Saral's admin dashboard with improved design system and visibility of operational metrics.

- Reduced onboarding time and improved data discoverability for internal teams.
- Delivered clean, intuitive UI powered by TanStack Router and Framer Motion.
- Improved insights and data aggregation flow across modules.

Interactive visualization tool for nested JSON data structures to aid debugging and comprehension.

- Supports large datasets with efficient tree traversal and grid views.
- Used by hundreds of developers for integration debugging and backend validation.
- Praised for clarity, performance, and usability compared to alternatives.
- Open-source and referenced within developer community discussions.

Generates personalized learning paths leveraging LLMs and interactive visualizations.

- Built using Next.js, React, TypeScript, Canvas, and LLMs; used by thousands of engineers.
- Generated 250+ roadmaps and attracted over 5,600 unique visitors organically.
- Delivers real-time structured roadmap generation with intuitive navigation.
- Open-source with privacy-friendly sharing, topic clustering, and recommendations.
- Led full-stack architecture, visualization engine, and complete product UX.

EDUCATION

CERTIFICATES

Next.js App Router Fundamentals	Vercel
Animations on the Web	animations.dev
AI for React Developers	LinkedIn Learning
React: Design Patterns	LinkedIn Learning
React: State Management	LinkedIn Learning
React (Basic)	HackerRank

TALKS

Mastering ViewTransition in React for Stunning UI Updates	November 2025
React Play Bengaluru Meetup	
View transition animation and animation devtooling talk.	
Building Real-Time Applications with Reactive Databases	May 2025
React Play x React Bangalore Meetup	
Real-time applications with React and Convex.	
AI for React Developers	April 2025
React Bangalore Meetup	
A deep-dive into Vercel's AI SDK.	

SKILLS

Frontend Product Engineering

- React
- Next.js
- TypeScript
- Modern JavaScript
- UI Architecture
- Component Design
- State Management
- Performance Optimization
- Responsive Design
- Accessibility

Product & UX

- User Experience (UX)
- UI/UX Design
- Figma
- Workflow Optimization
- Human-Centered Design
- Rapid Prototyping
- Usability Testing

AI Product Integration

- OpenAI APIs
- AI-Driven UX
- Prompt Engineering
- Conversational Interfaces
- Real-time Applications

Cloud & DevOps

- AWS Basics (EC2, S3, CloudFront)
- GCP
- CI/CD Pipelines
- Docker
- Deployment Automation

Collaboration & Product Delivery

- Product Management
- Agile Delivery
- Team Collaboration
- Cross-functional Communication
- Documentation
- Stakeholder Alignment

REFERENCES

100% AGREE! Also, the way team has launched the project is commendable. This is by far the most successful project launch on Peerlist - Appreciation on AI Roadmap Generator launch!

— Akash Bhadange (CEO, Peerlist)