

Abhishek Gupta

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SUMMARY

Software Engineer with 4+ years building large-scale commerce and CMS platform at **Fynd (Jio Commerce Platform)**. Core contributor to the multi-tenant Storefront and CMS Platform powering enterprise brands such as **AJIO, JioMart, Tira, Netmeds, Reliance Digital, SHEIN, Swadesh**, and **Urban Ladder**. Also builds and publishes AI-powered developer tools (Gitx, Jira CLI) that bring LLM capabilities into everyday engineering workflows.

SKILLS

Languages: JavaScript, Python.

Databases: Redis, MongoDB, PostgreSQL.

Frameworks & Libraries: Node.js, React.js, Express.js, Mongoose, Objection.js, Knex.js, Webpack, Styled-Components..

Tools & Technologies: REST APIs, Docker, Kafka, SSR, TDD, WebSockets, Microservices, Git, Github Actions, CLAUDE, Codex, Cursor.

Platform & Architecture: Distributed Systems, Event-Driven Architecture, Caching, Scalability, High Availability, Full-Stack Development.

EXPERIENCE

Software Development Engineer - 2

April 2025 – Present

Fynd (Shopsense Retails Technologies Ltd.). Mumbai, Maharashtra

- Core contributor to **Fynd's multi-tenant Storefront Platform & CMS**, the customizable commerce framework powering **8+ enterprise brands** (AJIO, JioMart, Tira, Netmeds, Reliance Digital, SHEIN, Swadesh, and Urban Ladder) and serving millions of monthly users.
- Architected and led the development of **CMS workflows** (Page Maker-Checker, Section Maker-Checker, and Page Mapper), implemented **approval-driven publishing** with a two-store draft/live content model and **Kafka-based asynchronous** processing, to enable reliable content deployment, enforce controlled review processes, and scalable, non-blocking content publication.
- Designed and implemented a collaborative editing system using **WebSocket-based real-time locking** and a deterministic **sequential merge algorithm**, ensuring data consistency, conflict-free publishing, and seamless multi-user collaboration.
- Architected and delivered an advanced **Page Preview system**, enabling reviewers to simulate **specific customers, locations, or time windows** to validate personalized content before publishing, which **reduced post-deployment content issues by approx 40% and cut review time more than 50%**.
- Led **internationalization** architecture for the **Swadesh** storefront across multiple services, enabling **multi-country/multi-language** routing with consistent locale preservation across web navigation.
- Drove technical direction and cross-team alignment, owning architecture decisions,, and establishing best practices in design, testing, and observability.
- Mentoring **3+ junior engineers** through code reviews, design discussions, and technical guidance on platform architecture and cross-service debugging.

Software Development Engineer - 1

October 2022 – March 2025

Fynd (Shopsense Retails Technologies Ltd.). Mumbai, Maharashtra

- Spearheaded end-to-end development of **SwapEasy**, a smartphone exchange management platform enabling seamless upgrades for users.
- Built core systems to onboard **liquidation partners** who purchase old devices, and integrated **sales channels** to support exchanges within their ecosystems.
- Developed key features including the **Quotes Management, Order Creation, and ledger management** for tracking every transaction.
- **Directed** the **Apple Brand Bump-up** initiative, integrating **Apple's APIs** to offer additional exchange value on iPhone purchases.
- Partnered with major clients including **JioMart, JioMart Digital, and Reliance Digital**, ensuring seamless integration and high system reliability.

Graduate Software Development Engineer

November 2021 – September 2022

Fynd (Shopsense Retails Technologies Ltd.). Mumbai, Maharashtra

- Worked on the **PixelBin.io**, a platform for asset management and real-time image transformation.
- Developed multiple major features, including **Preset Variable Support**, enabling dynamic image transformations directly on CDN.

- Developed the **All Files Support** feature, enabling the platform to handle non-image assets, which now account for **over 30% of total uploads**.
- Built and enhanced image transformation tools such as **merge transformations**, with full frontend and backend integration.
- **Integrated chatbot support** into the platform to enhance user experience and product guidance.
- Contributed to both **backend and frontend development**, including a major revamp of the platform's UI.

MERN Stack Developer (Intern + Full Time)

January 2021 – September 2021

Thumbstack Technologies Pvt. Ltd. Thane, Maharashtra

- Contributed to **CallWall**, a WebRTC-based video conferencing platform, by developing RESTful APIs and frontend integration, and **Razorpay subscription workflows** for recurring billing.
- Worked on **Eatsure** and **Nude Bowls**, a cloud kitchen platform, handling both frontend and backend development.
- Built real-time multiplayer applications including a **socket-based React Native game (Rapid Housie)** and a WhatsApp-enabled web Housie platform.

Web Developer Intern

April 2019 – November 2019

Staticodes Solution Pvt. Ltd. Kalyan, Maharashtra

- Built and maintained responsive web applications while contributing to backend feature development and optimization of existing products.
- Worked closely with the engineering team to deliver new features, resolve production issues, and improve overall application performance.

PROJECTS

Gitx - AI Powered Git Workflow CLI - [@g-abhishek/gitx](#)

Built and published an AI-powered Git workflow CLI that automates **commits, PR creation, code reviews, and autonomous merge conflict resolution** directly from the terminal.

Implemented a provider-agnostic architecture supporting **Claude** and **OpenAI**, with unified integrations for GitHub, GitLab, and Azure DevOps, including Azure GCM-based OAuth authentication.

JIRA CLI - AI Powered JIRA CLI - [@g-abhishek/jira-cli](#)

Built and published a globally installable **JIRA CLI** that replaces the Jira browser UI for developer workflows, covering **ticket creation, search, updates, and sprint dashboards** directly from the terminal.

Implemented multi-provider LLM integration (**Claude, OpenAI**) to generate structured Jira tickets from natural language, with dynamic custom-field discovery supporting any Jira Cloud workspace.

FulFilNet - Internal Hackathon Winner

Built and deployed a **B2B production-ready dropshipping automation system** (Fulfilnet) enabling sellers to fulfill orders for other sellers. Enhancing platform flexibility.

Awards

1st Place – Company Hackathon (Fulfilnet Project)

Won **1st prize** for building and deploying a production-ready dropshipping automation system within 48 hours; only team to go live, recognized for execution speed and impact.

Product of the Year - PixelBin

PixelBin team awarded **Product of the Year** for exceptional work on the asset management and real-time image transformation platform.

Fynd Star

Recognized for exceptional performance and significant contributions to high-impact projects at Fynd, showcasing leadership and ownership.

Education

B.K. Birla College of Arts, Science and Commerce. Mumbai, University

July 2017 - June 2020

CGPA: 9.25/10, Bsc. Computer Science