



# Avinash Verma

📍 India

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Product-focused engineer with 14+ years of experience building scalable web applications and end-to-end SaaS products. Strong expertise in React, Typescript, Next.js and Node.

## Skills

### Positions

Front End, Full Stack

### Experience level

Senior, Lead

### Core skills

React, Typescript, JavaScript, Next

### Other skills

Node.js, Jest, Playwright, Cypress

## Preferences

### Work type

Remote

### Tech stack/Tooling

React, Typescript, Node.js, Next

## Languages

English (fluent)

## Experience

### Senior Product Engineer, Atom Learning

08/2021 - 05/2026 (4 years 10 months)

📍 London, UK

- Engineered and shipped core features for a high-scale EdTech platform using React, TypeScript and Node.js, supporting thousands of concurrent users.
- Implemented a multi-layer testing strategy including unit, integration, end-to-end, and visual regression testing, reducing production regression bugs by approximately 30%. Deployed the pipeline on Github Actions.
- Architected and scaled the internal design system, improving developer velocity by 20% across multiple product squads.
- Optimized CI/CD workflows to improve release reliability and deployment confidence.
- Led several large-scale migrations across the codebase
- Increased test coverage from 40% to 75% and decreased flaky tests from 20% to 3%
- Mentored junior and mid-senior developers
- Completed 2 courses on GDPR as per company policy

### Senior Frontend Developer (Team Lead), Oradian

08/2018 - 08/2021 (3 years 1 month)

📍 Zagreb, Croatia

- Led frontend development for Instafin, a core banking platform used by financial institutions managing millions of transactions.
- Architected scalable frontend systems using React, Redux, and TypeScript with strong type safety practices.
- Implemented Jenkins-based CI/CD pipelines, reducing deployment overhead and shortening release cycles by 2 days.
- Developed a companion mobile application for field officers to improve digital accessibility for remote financial operations.
- Led a lean team of 6 (4 developers, 1 product manager, 1 tester).

### Senior Software Developer, Directi

12/2016 - 08/2018 (1 year 9 months)

📍 Mumbai, Maharashtra, India

- Contributed to a high-concurrency real-time team communication platform with focus on message delivery and responsive UI performance.
- Built internal administrative tools using AngularJS to automate operational workflows.

## Experience

### Senior Software Developer, Craftsvilla

04/2016 - 11/2016 (8 months)

📍 Mumbai, Maharashtra, India

- Led migration of the checkout and payment flow from Magento to a modern AngularJS frontend architecture.
- Reduced First Contentful Paint (FCP) from approximately 3 seconds to 800 milliseconds, improving perceived performance by 73%.
- Improved checkout conversion rates through frontend performance optimization.

### Cofounder, UBERStudies

12/2014 - 04/2016 (1 year 5 months)

📍 Mumbai, Maharashtra, India

- Built a real-time online classroom platform from concept to launch within 6 months.
- Developed features including video streaming, chat, collaborative whiteboards, and code editing.
- Built both frontend systems and real-time backend infrastructure using WebSockets.

### Frontend Developer, Shopsense Retail Technologies

04/2014 - 04/2015 (1 year 1 month)

📍 Mumbai, Maharashtra, India

- Developed enterprise and consumer-facing retail applications using AngularJS and JavaScript.
- Built interactive retail systems and internal dashboards for inventory management workflows.

### Software Developer, Tata Consultancy Services

10/2012 - 04/2014 (1 year 7 months)

📍 Mumbai, Maharashtra, India

- Developed enterprise applications using Java/J2EE, Spring, and Hibernate.
- Delivered backend services and business applications for enterprise clients.

### Intern, PayPal

06/2011 - 08/2011 (3 months)

📍 Chennai, Tamil Nadu, India

I completed a small internal logging project in J2EE

## Education

### Under West Bengal University of Technology

2008 - 2012 (4 years)

Bachelor of Technology in Information Technology, 8.0

### Shree Jain Vidyalaya

2006 - 2008 (2 years)

Science, 76.5%

## Projects

### Rankahead.ai

04/2026 - Present (5 months)

<https://rankahead.ai>

- Built a multi-tenant B2B SaaS that tracks how brands are mentioned and cited inside AI assistant answers (ChatGPT, Claude, Gemini, Perplexity), correlates that visibility with Google Search Console and GA4 traffic, and auto-generates and publishes optimised content to close the loop.
- Designed a multi-provider LLM layer over LangChain/LangGraph fanning prompt runs across 4 providers
- Shipped an AI content engine: TipTap editor, AI planned editorial calendar with scheduled auto-publish, AI/stock image pipeline on Cloudflare R2, and 7 CMS publishing adapters (WordPress, Ghost, Webflow, Wix, Hashnode, Dev.to, Storyblok).
- Implemented org-scoped multi-tenancy with role and plan gating via TypeScript decorators.

### Bugtrotter.io

03/2026 - 05/2026 (3 months)

<https://bugtrotter.io>

- Built a developer-focused bug reporting tool with an embeddable widget for capturing rich debugging context
- Implemented session recording, screenshots, and automatic capture of console logs and network requests
- Enabled one-click bug reporting via shareable links, allowing non-technical users to record and submit issues easily
- Integrated with tools like Jira, Slack, Intercom, and Linear to push structured bug reports directly into team workflows
- Focused on reducing back-and-forth between users and developers by providing complete, reproducible bug reports
- Designed for fast adoption with minimal setup and seamless embedding into existing products

### Recly.io

12/2025 - 03/2026 (4 months)

<https://recly.io>

- Built a lightweight interactive demo platform for startups and indie developers
- Developed workflow capture system enhanced with AI-generated annotations and voiceovers
- Focused on reducing friction and cost compared to traditional demo tools  
Shipped as a solo micro-SaaS product from concept to production

### Decklab AI

06/2025 - 12/2025 (7 months)

<https://decklab.ai>

- Built an AI-powered platform for end-to-end trading card game creation and playtesting
- Developed Card Generator and Rulebook Generator for structured, balanced game systems
- Implemented validation systems to ensure gameplay consistency and design integrity
- Designed drag-and-drop template editor with AI-assisted asset workflows
- Built async job processing and credit-based monetisation system
- Grew to 120+ users within 3 months

## Projects

### Warmcal

08/2024 - 06/2025 (11 months)

<https://warmcal.com>

- Built a lightweight scheduling platform focused on simplicity and speed for individuals and small teams
- Implemented calendar integrations and availability management with support for custom time ranges
- Designed embeddable scheduling widgets for seamless website integration
- Developed end-to-end system including frontend, backend, and database architecture
- Focused on improving UX compared to traditional scheduling tools

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