

Garima Srivastava

FULL STACK DEVELOPER · SENIOR SOFTWARE ENGINEER

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PROFESSIONAL SUMMARY

Full Stack Developer with **10+ years of experience** delivering scalable, enterprise-grade web applications across e-commerce, headless CMS, and digital experience platforms. Currently at **Apply Digital** building the **Kraft Heinz DXP** on Next.js 15, React 19, TypeScript, Contentful, Algolia, and Auth0 — with deep expertise in **Next.js server-side architecture** (API routes, middleware, Edge runtime, server actions), Playwright E2E testing, OpenTelemetry observability, and REST API integrations. A practitioner of **AI-augmented engineering** — applying BMAD methodology, Cursor AI, and GenAI workflow automation to accelerate delivery at scale.

TECHNICAL SKILLS

Languages	JavaScript, TypeScript, HTML5, CSS3, Python, SQL, Node.js
Frontend	React.js, React 19, Next.js 15, Redux, React Hook Form, Zod, Tailwind CSS, SCSS, Material UI
Backend & APIs	Node.js, Express.js, NestJS, REST APIs, GraphQL, Webhooks, Next.js API Routes, Server Actions, Edge Middleware
Databases	PostgreSQL, MongoDB, MySQL, Redis (caching), SQL query optimization, schema design, indexing
CMS & Search	Contentful (CMA + CDA), Algolia, InstantSearch, dynamic page builders
Auth & Security	JWT, OAuth 2.0, Auth0, RBAC, CORS, CSRF, XSS protection, rate limiting
Cloud & DevOps	AWS, GCP, Vercel, Docker, CI/CD, Jenkins, GitHub Actions, Rush, pnpm, Turbopack, Webpack
Testing	Jest, React Testing Library, Playwright (E2E, cross-browser), unit + integration, 70%+ coverage
Observability	OpenTelemetry, GCP Cloud Trace, Datadog, Sentry, structured logging
AI & Automation	Cursor AI, Claude (Anthropic), BMAD methodology, GenAI workflow automation, prompt engineering, AI-assisted code review
Other	Ninetailed (A/B testing), Customer.io, Cloudeinary, MikMak, react-intl, Storybook, Figma, Agile/Scrum

PROFESSIONAL EXPERIENCE

Senior Software Engineer · **Apply Digital**

May 2025 – Present · Hybrid, India

Kraft Heinz Digital Experience Platform — multi-brand Next.js 15 monorepo (Heinz, Lunchables, Oscar Mayer + more), Fortune 500 global audience.

- Architect and develop **5+ enterprise Next.js 15 brand sites** in a Rush + pnpm monorepo using React 19, TypeScript, and Tailwind CSS; own end-to-end delivery from API contract to production deployment.
- Server-Side & Backend Architecture:** Build Next.js **API routes, Edge middleware, and server actions** for auth checks, locale resolution, redirect logic, and data mutations — eliminating a separate backend service. Instrument server-side spans with **OpenTelemetry → GCP Cloud Trace** to trace Contentful, Algolia, and Auth0 latency in production.
- Contentful CMS:** Design and maintain **global + brand-space content models**, dynamic page builders, typed resolvers, and content-model migrations via the internal kh CLI; manage snapshot/alias workflows for safe zero-downtime releases.
- Algolia Search:** Implement InstantSearch with custom ranking, faceting, and server-side index management via REST API across multiple brand locales.
- Auth & Integrations:** Build **Auth0** flows (session, RBAC, protected middleware); integrate **MikMak, Customer.io, Cloudeinary** via REST APIs and webhooks with retry logic, error boundaries, and structured logging.
- Playwright E2E:** Author cross-browser test suites covering critical user journeys — Contentful-driven page renders, Algolia search, Auth0 login/logout, and checkout flows — running against live preview environments in CI to catch regressions across all 5 brands before merge.
- AI-Augmented Engineering:** Adopted **BMAD methodology** (AI agents as Analyst, Architect, Developer) to accelerate feature planning and code review; leveraged **Cursor AI + Claude** to automate Git branch creation from ticket context, scaffold brand configs and Contentful migration files, generate typed Jest mocks, and draft PR descriptions — reducing sprint overhead by ~40%. Established team-wide GenAI workflow standards including AI-driven changelog generation and Plop scaffold automation.

- Maintain **70%+ test coverage**; implement i18n with **react-intl** and A/B personalization with **Ninetailed**; ship React Hook Form + Zod validation shared across client and server layers.

Senior Frontend Developer · EyeMyEye Pvt Ltd (Formerly Coolwinks)

Jun 2019 – May 2025 · Gurgaon, India

- **Performance & PWA:** Reduced page load time by **40%** via CDN optimization, TTL tuning, and lazy-loading; built PWA + in-app features for **PhonePe** and **Google Pay** using WebSockets and service workers, improving retention by **35%** for **1M+ active users**.
- **Authentication & APIs:** Revamped login with **JWT-based auth**, OAuth social login, OTP auto-read, and secure token management; designed and consumed REST APIs for user, product, and order flows with MongoDB caching and minimized network calls.
- **Checkout Conversion:** Redesigned end-to-end checkout with smart filters and streamlined UX, achieving a **62% increase in conversion rate**; integrated PayU, Amazon Pay, Google Pay, Paytm, and PhonePe gateways seamlessly across all user touchpoints.
- **React Architecture:** Built scalable component library with hooks, Context API, React . lazy + Suspense code-splitting; reduced external library dependencies via custom in-house solutions (sliders, scroll effects, styling modules) improving page speed and consistency.
- **Cross-Browser Compatibility:** Identified and resolved cross-browser inconsistencies across Chrome, Safari, Firefox, and Edge using **BrowserStack**; implemented polyfills and modern CSS/JS standards, resulting in a **15% increase in user satisfaction**.
- **Membership & Appointment Booking:** Developed a tier-based membership purchase flow with renewal reminders and a smart appointment booking system for offline stores integrated with **Google Maps API** for real-time location assistance.
- **Automation, Tracking & DX:** Built Gulp pipelines for minification, image compression, and CSS preprocessing — cutting manual effort by **20%**; integrated affiliate pixels and tracking scripts via deferred async loading with zero Core Web Vitals impact.
- **Team Leadership:** Led the frontend team, established code-review culture, and mentored junior developers. Awarded **"Outstanding Performer"** twice for innovation and project impact.

Web Developer · Scaledesk Web Studio

Apr 2016 – May 2019 · Noida, India

- Designed and developed enterprise websites for **Zolo**, **PepsiCo**, **Wave Infratech**, and **HCL** — SEO-optimized, fast-loading, built with HTML5, JavaScript, AJAX, and JSON.
- Collaborated with designers and stakeholders to balance business priorities with technical execution.

EDUCATION

Master of Computer Applications (MCA)

KIET Group of Institutions, AKTU

Bachelor of Computer Applications (BCA)

SRMCM, University of Lucknow

CERTIFICATIONS & LEARNING

- ◆ **Claude in Action** — Anthropic
- ◆ **AI Foundations** Certificate
- ◆ **Using Generative AI Ethically at Work**
- ◆ **Automate Your Workflow with Generative AI**
- ◆ **AWS Certified Developer – Associate** (In Progress)