

## PROFESSIONAL SUMMARY

Strategic Solution Architect and Tech Lead with over 15 years of experience delivering high-impact digital transformations. Expert in designing scalable SaaS architectures and headless eCommerce ecosystems using AWS, Azure, GCP, NodeJS, PHP, Python, ReactJS, VueJS, Laravel, Magento, and WordPress, with the implementation of highly efficient CI/CD pipelines. Former Managing Director with a proven track record of aligning technical roadmaps with business growth, and AI-augmented development workflows to drive operational excellence.

## KEY ACHIEVEMENTS

- **Architectural Transformation:** Successfully led the end-to-end modernisation of 15+ monolithic platforms into high-performance, cloud-native (AWS/Azure) architectures, delivering a consistent 30% improvement in system latency.
- **Scale & Data Management:** Directed the migration and management of a 3.1 TiB Azure storage ecosystem for the **Geneva Science and Diplomacy Anticipator (GESDA)**, automating media generation for 2.65 million records.
- **Leadership & Growth:** As Managing Director, grew a technical team from the ground up, implementing standardised SDLC practices that increased team deployment velocity significantly.

## WORK EXPERIENCE

### Solution Architect | Tech Lead

Dec 2020 – Present

PVTL Digital LTD (Pivotal Digital)

- Working closely with the Director of Development and the CEO of Pivotal Digital to discuss and collaborate on architectural strategies and business logic.
- Involved in communication with clients and stakeholders to discuss business problems and explain solutions.
- Produced detailed High-Level Designs (HLDs) and Solution Design Documents (SDDs) for complex integrations, ensuring architectural governance and stakeholder approval.
- Mentoring overseas development teams about architectural decisions and development procedures to ensure high-quality project deliveries.
- Architected and deployed AWS cloud-based, highly scalable, secure and cost-efficient infrastructure for various projects utilising Lambda, RDS Cluster, IoT Core, and many other AWS services.
- Designed and delivered a secure, scalable, Microsoft Azure-based project with a large dataset and performance in mind.
- Integrated several types of CRM and ERP systems into eCommerce platforms such as Magento, Shopify, and WooCommerce.
- Successfully integrated a multichannel commerce operations platform, such as Linnworks, and an Inventory Management tool called InventoryPlanner.
- Integrated accounting software, such as Sage50 Accounts and Xero, to automate billing and back-office operations.
- Strategically implemented various Marketing tools to boost the sales conversion for e-commerce stores.
- Engineered custom REST and GraphQL APIs to enable seamless third-party integrations and enhance business processes within the application.
- Streamlined deployment workflows by implementing automated CI/CD pipelines and manual server optimisations, increasing system reliability and performance.

**Managing Director | Senior Full Stack Developer****Apr 2014 – Dec 2020**

Elatebrain Private Limited

- Directed a full-service development firm, overseeing technical recruitment and leading resources with technical solutions.
- Architected solutions for complex business process issues, focusing on backend development using PHP, Magento, Laravel, and Express.js.
- Communication with international clients to discuss their business requirements and suggest solutions.
- Handling DevOps-related tasks to host and maintain the applications on shared, dedicated and cloud-based servers.
- Established and maintained IT infrastructure to support the development team and ensured robust MySQL/MongoDB database designs.

**Senior PHP / Magento Developer****Jan 2011 – Aug 2014**

Dolphin Web Solutions

- Developed complex Magento 1.x extensions and custom WordPress themes, focusing on high-performance optimisation.
- Integrated various third-party APIs (SOAP, XML-RPC, REST) and custom payment gateways into web applications.
- Frontend UI implementation and optimisation.
- Collaboration with the development team to share ideas on the development life-cycle and strategies.
- Handling tasks on Linux-based servers to facilitate applications to run and leverage other third-party applications and services.

**CERTIFICATIONS****Certified AWS Developer**

Amazon Web Services

**Apr 2024****Certified VueJS Developer**

Vue.js

**Nov 2023****Adobe Certified Professional – Adobe Commerce Developer**

Adobe

**Jan 2023****TECHNICAL SKILLS & COMPETENCIES**

- **Architectural Paradigms:** Solution Architecture, Microservices, Headless & Composable Commerce, Event-Driven Architecture (EDA), Serverless Strategy, Multi-tenant SaaS Design.
- **Cloud & Infrastructure (AWS/Azure):** AWS Lambda, IoT Core, Aurora (RDS), EventBridge, API Gateway, Cognito, S3, Azure Web App Service, Azure Functions, Azure ARM Templates, Azure Virtual Networks.
- **DevOps & Automation:** CI/CD (GitHub Actions, CircleCI, CodePipeline), AWS SAM, Infrastructure as Code (IaC), Git, Docker.
- **Frontend Engineering:** NuxtJS, VueJS (Expert), ReactJS, TypeScript, Vite, Tailwind CSS, Pinia/Vuex.
- **Backend & Data:** NodeJS, PHP (Expert), Laravel, ExpressJS, Python, MySQL, MongoDB, Redis, GraphQL, REST API Design.
- **eCommerce Platforms:** Adobe Commerce (Magento 1.x & 2.x – Expert), Shopify Plus (Custom App Development), WordPress/WooCommerce.
- **AI & Modern Tooling:** AI-augmented development (LLM-based code orchestration), RAG Pipelines, Prompt Engineering, Automated Testing Agents.

## RECENT PROJECTS

### **AWS IoT Project - PascalTags**

Architected a scalable IoT telemetry pipeline to ingest real-time data from detector devices via AWS IoT Core. Designed a dynamic schema architecture using RDS Aurora and Lambda that allowed enterprise customers to define custom data attributes. Implemented a robust CI/CD pipeline (SAM/CodePipeline) and secure authentication via Cognito, ensuring high availability and multi-tenant data isolation.

### **AWS Shopify Project - Cutter & Squidge**

Designed an event-driven "Postcode-to-Delivery" engine integrating a Shopify Custom App with a Serverless Framework (SLS) AWS Lambda as backend. Leveraged AWS EventBridge to orchestrate real-time order data synchronisation between Shopify and MongoDB. The solution automated complex shipping rule validation, significantly improving the accuracy of delivery scheduling and enhancing the customer checkout experience. Implemented well-formed CI/CD deployment process using CircleCI.

### **Azure Project - GESDA - Geneva Science and Diplomacy Anticipator**

Architected infrastructure on Azure for web applications using the Azure Web App Service, storage accounts, Azure Virtual Networks, and MySQL database servers with ARM templates and CI/CD practices. I developed Next.js and WordPress applications with efficient CI/CD processes for updates. Additionally, I managed 2.65 million records totalling 3.1 TiB in Azure storage, automating media generation.

## EDUCATION

**Bachelor of Science**  
Gujarat University

**Jan 2007 - Jan 2012**