

# SHUDHANSHU RAJ

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📁 portfolio

Frontend engineer with 4.5+ years shipping **payments, merchant, and low-code platforms** at PhonePe and Amoga. Currently building revenue-critical checkout surfaces at PhonePe (Corporate Netbanking, Paylink, Recurring Cards) and owning a React component library that powers 80–90% of UI across the org. Previously architected a visual low-code platform at Amoga compiling to Prisma, Cube.js, and Temporal.

## SKILLS

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### Languages & Core

TypeScript

JavaScript (ES6+)

React

Next.js

Astro

React Native

### State & Performance

Redux

Zustand

react-tracked

IndexedDB

Service Workers / PWA

### UI & Design Systems

MUI

AntD

Storybook

Config-driven UI

### Build & CI/CD

Vite

Webpack

GitLab CI

semantic-release

### Backend & Platform

Cloudflare Workers

Durable Objects

KV

D1

Strapi

### APIs & Tooling

GraphQL

REST

WebSockets

Lexical

## WORK EXPERIENCE

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### PhonePe, Bengaluru (March 2025 - Present)

#### Software Engineer - Frontend

- Launched **business.phonepe.com** as lead frontend engineer — shipped the merchant platform from zero to production, driving a **2–3x lift in lead generation** and achieving a **Lighthouse score of 98** with Core Web Vitals in "Good" across mobile (**LCP 1.4s**) and desktop (**LCP 0.7s**), measured via CrUX field data.
- Shipped revenue-critical payment flows on the **Standard Checkout** surface — Corporate Netbanking and Paylink, both live in production; currently leading **Recurring Card Payments**, navigating tokenization, PCI scope, and cross-team dependencies with payments, backend, and compliance.
- Led **end-to-end migration of the corporate CMS from WordPress to Strapi** — drove content modeling, data migration, editorial workflows, and zero-downtime cutover; cut publish-cycle time by **30–40%** and reduced editor onboarding friction through a cleaner, purpose-built admin UI.
- Extended the Strapi platform with **custom plugins** — built a **Lexical-based rich-text editor** tailored to the editorial team's content model, and an **audit log plugin** capturing who changed what and when across content entries, enabling full traceability.
- Own the shared **React component library** adopted by **every web team across the organization** — powers **80–90% of UI across public and internal surfaces**; consolidated duplicated UI into config-driven primitives and drove adoption across codebases.
- Rebuilt the library's release infrastructure — branch-based deployments, automated quality gates, semantic-release-driven versioning, and Storybook-surfaced changelogs — taking package releases from manual and error-prone to fully automated.
- Recognized by engineering leadership for execution reliability across high-stakes surfaces; mentor engineers on frontend architecture, review standards, and component-library contribution patterns.

### Birla Pivot (Grasim Industries), Bengaluru (Jan 2025 - Mar 2025)

#### Senior Software Engineer - Frontend

Short tenure; departed to join PhonePe. Established frontend foundations during this period.

- Set up an end-to-end CI/CD pipeline automating linting, tests, builds, and deployments.
- Introduced unit testing practices and initiated a reusable component system to improve UI consistency.

### Amoga Software, Bengaluru (Jan 2022 - Dec 2024)

#### Senior Software Engineer II - Frontend

Promoted twice: SE (Jan 2022) → SSE (Oct 2022) → SSE II (Oct 2023)

- Architected **Amoga Pages**, a drag-and-drop UI builder and configuration-driven renderer powering the company's low-code/no-code platform for CRM, ERP, and workflow automation etc. — let non-engineers compose page layouts, style each widget, and define conditional rendering rules (*what you see, how you see it, when you see it*), reducing UI configuration effort by **70–80%** and becoming the foundation layer other product modules built on.
- Delivered **5–6x render performance improvements** across the platform using **react-tracked** to eliminate unnecessary re-renders in deeply nested state trees.
- Replaced Redux `localStorage` persistence with **IndexedDB**, eliminating JSON parse/stringify bottlenecks on large state trees and unblocking performance on data-heavy tenants.
- Migrated build tooling from **Webpack to Vite**, cutting cold-start and HMR times and materially improving developer feedback loops.
- Built the **Tenant Management module** powering multi-tenant onboarding and lifecycle operations across the platform.
- Designed and published a **reusable React component library on npm**, adopted across internal products to standardize UI and accelerate feature delivery.
- Built **App Studio**, the visual modeling surface of Amoga's low-code backend used by implementation engineers to stand up customer deployments — owned the **entire UI layer and the parsers** that transformed visual models into runtime-ready configs consumed directly by **Prisma** (data models: objects, attributes, relations), **Cube.js** (aggregations), and **Flowable** (workflows); led the frontend migration when the workflow engine was moved from Flowable to **Temporal**.
- Shipped **PWA + Service Worker** support for offline usage, and delivered canvas-based rendering for complex interactive visual elements.
- Delivered field-operations features in **React Native** including **maps, real-time location tracking, and geofencing** for mobile workflows requiring physical-world awareness (visits, attendance, service dispatch).

## US Tech Solutions (Microsoft Career Connector) *(Jun 2021 - Jan 2022)*

### Frontend Developer Intern

- Selected into the Microsoft Career Connector program; built a React-based hiring platform with resume parsing, chatbot integration, and a reusable component system.

## ACHIEVEMENTS

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- Recognized by engineering manager and tech lead as a **quick learner**; specifically called out for **end-to-end delivery of the WordPress→Strapi migration**, where I owned all architectural calls and the zero-downtime cutover.
- **Mentorship**: Onboarded and ramped **2 frontend engineers and 1 QA** to independent production delivery.

## WRITING

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- Technical posts on React internals and performance — custom hooks, `useEffect` vs. `useLayoutEffect`, React 18 batching, and **react-tracked for render optimization** on Medium.

## EDUCATION

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### B.Tech in Computer Science *(2018–2022)*

KIIT University, Bhubaneswar

CGPA: 9.23

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### CBSE (Class XII)

Sri Chaitanya Techno School, Visakhapatnam

Percentage: 89%