

Dipesh Jaiswal

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SUMMARY

Senior Software Engineer with 4 years of experience building enterprise SaaS platforms from the ground up. Progressed from backend intern to senior engineer at an influencer marketing startup, architecting scalable solutions for 150+ enterprise clients including Mahindra, Nestle, and Decathlon. Specialized in distributed systems, performance optimization, and cloud architecture on AWS. Passionate about solving complex technical challenges and learning from exceptional engineering teams.

EXPERIENCE

Senior Software Engineer

Oct 2021 – Present

Culturex Entertainment - Influencer Marketing SaaS Platform

Ahmedabad, India

- Transformed **8M+ MongoDB documents** from legacy structure to optimized schema with zero downtime, improving query performance by **70%**; executed production cutover during an 8-hour maintenance window.
- Architected multi-tenant SaaS platform transformation consolidating **20 single-tenant MySQL** databases into unified architecture with tenant isolation, centralized authentication, and shared resource model, enabling horizontal scaling.
- Reduced AWS infrastructure costs by **40%** through strategic migration to Graviton ARM instances, consolidation of Application Load Balancers, and optimization of storage with gp3 volumes while maintaining 99.99% uptime for production workloads.
- Developed MyBuckets async influencer collection system using worker-based architecture with SQS queues and Firebase Realtime Database, handling **1000+ concurrent** influencer requests with real-time UI updates, resolving timeout failures that previously blocked user workflows during peak loads.
- Engineered high-throughput data ingestion pipeline achieving **20x performance improvement** through batch processing, parallel execution, and optimized data structures, enabling real-time data synchronization.
- Designed event-driven Deep Analysis Engine leveraging SQS/SNS architecture to process **2+ years of historical influencer data**, delivering actionable performance analytics and campaign insights to **150+ enterprise clients** through asynchronous background processing without impacting production services.
- Developed automated reporting system enabling clients to generate comprehensive influencer analytics from URLs, analyzing **100K+ media daily** with detailed engagement metrics and sentiment analysis, eliminating manual data collection workflows.
- Optimized critical APIs including SuperAdmin analytics dashboard, reducing response time by **99%** (from 90+ seconds to sub-800ms) through query profiling, SQL optimization, and strategic indexing.
- Led team of 10 engineers, established AWS infrastructure (Lambda, EC2, S3, RDS, Cloudfront) and CI/CD pipelines reducing deployment time by **60%**; conducted 300+ code reviews and mentored junior developers.

Full-Stack Developer

Feb 2022 – Jun 2022

Academix - EdTech Platform

Ahmedabad, India

- Delivered online learning platform with React.js frontend and Node.js backend, implementing secure authentication via Google OAuth and OTP verification, reducing onboarding time to under 30 seconds.
- Created mentor-user matching algorithm with multi-layer filters achieving 80% match accuracy; integrated Google Calendar API for scheduling and AWS S3 for scalable media storage.
- Migrated backend from raw SQL to Sequelize ORM, improving code maintainability by 60%; delivered responsive UI with intuitive navigation.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, Python, SQL, Java, Go

Backend: Node.js, Express.js, REST APIs, GraphQL, Microservices, WebSockets, Event-Driven Architecture

Frontend: React.js, Next.js, Redux, HTML5, CSS3, Responsive Design

Databases: MySQL, MongoDB, PostgreSQL, Redis, Query Optimization, Indexing, Data Migration, Database Design

AWS: Lambda, EC2, S3, CloudFront, RDS, SQS, SNS, EventBridge, CloudWatch, Elastic Beanstalk, IAM

Tools: Docker, Kubernetes, GitHub Actions, CI/CD, Firebase, Serverless Framework, Sequelize ORM, Git

EDUCATION

Bachelor of Technology in Computer Engineering

2018 – 2022

LDRP Institute of Technology and Research

CGPA: 8.35/10