

Samarth Gupta

web: samarthgupta.me | email: livesamarthgupta@gmail.com | phone: +91-8081081399

EXPERIENCE

TARGET | SENIOR ENGINEER

Bengaluru, India | June 2024 - Present

- Spearheaded a **high-impact** initiative to design, architect, and build a scalable Loyalty Partnership Platform enabling third-party account linking and real-time evergreen offer activations across Target and Partner ecosystems; collaborated cross functionally to define product goals and technical requirements, implemented production-ready systems from scratch, and laid the foundation for enhancing Circle 360 membership value with projected **gains in customer acquisition and revenue growth**.
- Owned a critical customer-facing External Partner Integration (EPI) system powering Target's third-party loyalty offers, strengthening reliability, observability, and partner integrations to support SLA-driven offer fulfillment.
- Designed APIs & schemas for Target Weekly Ads, establishing backend foundations for scalable ad-content management.
- **Enhanced observability** through OpenTelemetry auto-instrumentation, enabling distributed tracing across microservices.

Key Takeaways: Event-Driven Architecture, Agentic Engineering, Observability

PAYTM | SENIOR SOFTWARE ENGINEER

Remote | October 2022 - June 2024

- Improved cache hit ratio from **50% to 95%** for campaigns by implementing a Aerospike based write-aside distributed cache along with API level cache-aside strategy, inherently resulting in reduced average latency.
- Developed a user-based segmentation system, enabling targeted offers to drive revenue from specific customer segments; resulted in a **20% increase** in up-selling, attracting new customers, and boosting overall platform footfall.
- Achieved idempotency in campaign transactions by designing a new Cassandra schema resulting in zero budget breaches.
- Reduced 3rd party API requests **tenfold** by strategically making bulk calls, saving effective cost & improved latency of API calls.
- Engineered support for cardless EMI offers through EDC transactions, extending offer capabilities to new payment flows.
- Implemented SKU-level support for orders placed via payment gateway checkout, enabling offers to be applied at the item level.
- Extended the promotions rule engine with Paytm Deals support, enabling Deals-specific promotional campaigns.

Key Takeaways: Microservices, No-SQL Databases, Stream Processing

TERADATA | SOFTWARE ENGINEER

Hyderabad, India | April 2021 - October 2022

- Implemented FIPS 140-2 compliant security enhancements for Teradata Viewpoint, enabling adoption by U.S. federal agencies.
- Engineered a secure vault library for configuration credential management, mitigating **20+** security risks across the platform.
- Designed and implemented TLS certificate expiry alerting system, reducing certificate-related security incidents by **40%**.
- Hackathon: Achieved **zero downtime** server upgrades by developing a prototype of upgrade service for Teradata Viewpoint.

Key Takeaways: Monolithic Architecture, Restful Web-services, Security, X.509 Certificates

WIPRO | PROJECT ENGINEER

Hyderabad, India | July 2019 - April 2021

- Elevated the web platform's Chrome Lighthouse score from **74 to 93** by implementing WCAG-compliant accessibility.
- Built the UX-Next report renderer from scratch using React, Redux, & Ag-Grid, expanding IBM TRIRIGA's reporting capabilities.
- Integrated React DevTools in development workflow, reducing debugging effort & driving a **40%** increase in team productivity.
- Implemented an "In Range" operator in the backend filter engine, reducing the number of user search queries required by **50%**.
- Engineered web component for session alerts & renewal across SSO & non-SSO environments, reducing user session timeouts.

Key Takeaways: Full-Stack Engineering, Web Components, W3C Accessibility

EDUCATION

B.TECH | COMPUTER SCIENCE & ENGINEERING

Dr. APJ Abdul Kalam Technical University
Lucknow, India | 2015 - 2019
CGPA: 7.93/10.0

SKILLS

PROGRAMMING: Java, Kotlin

DATABASES: Postgres, MySQL, Cassandra, Elasticsearch

TECHNOLOGIES: JVM, Spring Boot, Spring Data, JUnit, Apache Kafka, Apache Storm, Schema Registry, AWS, Docker, OAuth, Grafana, Maven, Gradle, Linux

ACHIEVEMENTS

- **Silver Medal:** Achieved 2nd place in Teradata Secure Coding Tournament by solving 24 security risks within 24Hrs.
- **Top Code Contributor:** Top 2nd & 3rd code contributor for IBM-TRIRIGA in Q3-2020 & Q4-2020 respectively.