

Vraj Shah Software Engineer

Fullstack engineer with 3.5 years of experience working in high-ownership, early-stage startup environments and leading teams.

cheesetosht@gmail.com · (+91) 9727057419 · cheesetosht.xyz · github.com/cheesetosht · linkedin.com/in/cheesetosht

WORK EXPERIENCE

Founding Engineer

10/2021 - Present

[Bluelearn](#)

Bangalore, IN

- Established and led a **five-member team**, mentoring new hires while successfully managing 5 concurrent projects and overseeing recruitment efforts (screening, interviewing, onboarding).
- Architected scalable web infrastructure (Docker, AWS ECR, Lambda, CloudFront, API Gateway, Terraform), defining tech stack, tooling, coding standards, and DevOps processes. This enabled the deployment of Next.js micro-frontends, handling **500k+ traffic surges with sub-100ms global load times**.
- Designed and implemented backend features, from **database schemas to RESTful APIs**. Developed scripts(Go/Python), bots, and crawlers to automate tasks and enhance data collection.
- Rapidly prototyped experimental solutions under 1-2 day deadlines, accelerating the company's path to **initial revenue**.
- Developed an in-house push notification system enabling precise targeting based on SQL queries and Mixpanel data. This solution replaced MoEngage, **cutting costs by ₹2-3 lakh annually** and keeping the data within the company.
- Engineered a **Redis-backed reactive ranking system** for a hiring platform, prioritizing top applicants for recruiters and increasing visibility for qualified candidates.
- Worked on an IP-based user tracking service, enabling pre-signup analytics for the marketing team. This solution eliminated external service costs (**saving ₹12 lakh annually**) and reducing effective CAC.
- Proactively built a custom Tailwind-based headless component library (predating ShadCN). Progressively iterated over UI frameworks (Ant Design, SCSS, Bootstrap, Chakra UI, Tailwind) to enhance UI development toolkit.
- Engineered a feature-rich, direct and group **chat feature from scratch** using Socket.IO, supporting 5000+ messages per day with media and sticker capabilities.
- Collaborated on a React Native design platform, developing cross-platform components to enable dynamic, backend-driven UIs (via JSON schema) for web and mobile.
- Built scalable frontend with high/low-level design, using modular components, hooks, and contexts. Optimized data-flow with React Query & Zustand.

Frontend Developer (Freelance)

09/2020 - 08/2021

[PresentStorie](#)

Remote

- Developed production-grade frontends with animations and polished UX for the e-commerce and vendor sides of the gifting startup
- Established a custom **SCSS-based design system** to achieve pixel-perfect interfaces and streamline development.
- Learned and implemented Next.js on the fly to meet project requirements.

EDUCATION

SVIT, Vasad (Gujarat Technological University)

08/2019 - 06/2023

Bachelors in Computer Engineering (8.1 CGPA)

Vadodara, IN

LEADERSHIP AND PROJECTS

Lead, Hack Club SVIT

08/2021 - 01/2023

- Founded Hack Club SVIT, fostering a **1000-member student community**.
- Directed branding, design, development ([landing pages](#), [app](#), [backend](#)) and logistics for [HackSVIT](#), a national-level hackathon.
- Cultivated technical talent through talks, workshops, mentorship, and hackathons, while leading a core team of 20 members.

Computer Vision & Machine Learning Research Project, SVIT

12/2021 - 11/2022

- Applied computer vision and machine learning to develop fruit-counting solutions for yield estimation. Iterated through algorithms (contour-based, watershed, R-CNN, YOLOv4/v5) to optimize accuracy for agricultural applications.

Jr. Placement Coordinator, Training & Placement Cell (SVIT)

03/2021 - 03/2022

College Management System App, SVIT

12/2020 - 11/2021

- Contributed to the college's flutter app with 3000+ students & faculties for accessing attendance, timetables & marks.

SKILLS

Programming Languages: Javascript/Typescript, Golang, Python, Ruby, HTML, CSS

Tools & Frameworks: PostgreSQL, Express, React, Next.js, React Native, Webpack, GSAP, Tailwind, WebSockets, Docker, AWS Cloud, Terraform, Mixpanel, Figma