

# ANIQ HAIDER

Full Stack Software Engineer · React · Next.js · Node.js/NestJS · Python/FastAPI · AWS · Docker · AI-Augmented Commerce Platforms

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## PROFESSIONAL SUMMARY

Full-stack software engineer (3+ yrs) at a **product-based company**, shipping production commerce platforms, AI-integrated fintech tools, and large-scale document-processing systems. Drives frontend and owns cross-stack features on **Ratio** — a Shopify-replacement commerce platform — for 7+ D2C brands, including **Shopify data-migration APIs** and a **custom order-confirmation package**. On the backend, built **AI-integrated PDF-processing APIs**, **cross-stack SSO**, **MySQL** database design, and owns **AWS/Docker deployments** — known for shipping production-ready features fast and turning ambiguous requirements into clean, scalable systems.

## TECHNICAL SKILLS

**Frontend:** React.js, Next.js (13 / 14 / 15 App Router), TypeScript, JavaScript (ES6+), Tailwind CSS, SCSS, Zustand, Redux, Redux-Saga, Tanstack / React Query, GSAP, Formik, HTML5

**Backend & Data:** Node.js, NestJS, Express.js, Python, FastAPI, Java (Basic), REST APIs, API Development, SSO / OAuth, AI / LLM Data Pipelines, Strapi (Headless CMS)

**Databases & Architecture:** MySQL, MongoDB, SQL, Database Design, Query Optimization, System Design, Microservices & Distributed Systems (BFF / multi-service integration), Multi-Tenant Architecture

**Cloud & Infrastructure:** AWS (S3, Deployment), Docker (Containerization), CI/CD, Git / GitHub, Bun

**Commerce & Storefront:** GoKwik Ratio (Shopify replacement), KwikCart, KwikPass, ShopKit, custom checkout, BFF proxy patterns, Shopify data-migration APIs, ISR cache strategy, SEO infrastructure, canonical URLs

**AI-Augmented Development:** Claude Code agents & skills, MCP integrations (Slack, Jira, GitHub, Chrome DevTools, Playwright, Firecrawl), prompt engineering, multi-phase agent pipelines, agent-orchestrated codegen

**Testing & Tools:** Jest, React Testing Library, Postman, Lighthouse, Sentry, Agile / Scrum, performance optimisation, production debugging

## PROFESSIONAL EXPERIENCE

### Primathon Technology Ventures Pvt. Ltd. (Product-Based Company)

Indore, Madhya Pradesh (Onsite) · December 2023 – Present

Career progression: SDE Intern (Dec 2023 – Jun 2024) → Associate SDE (Jun 2024 – Apr 2025) → SDE 1 (Apr 2025 – Apr 2026) → **SDE 2 (Apr 2026 – Present)**

#### Ratio — Shopify-Replacement Commerce Platform (Current focus)

Multi-tenant Next.js storefront platform on a custom commerce stack (side-cart drawer, headless auth, custom checkout) — a Shopify alternative for D2C brands.

- Architected and shipped **production storefronts for 7+ merchants** (Wellversed, The Moms Co., BBlunt, Innovist, Veryze, Nutristar, The Hamptons), handling cart, checkout, payment, and product-API differences vs. Shopify
- Built a **widget-based page-builder architecture** (variant dispatcher pattern, theme tokens, scoped CSS) with a visual editor, enabling brand-specific UI on one shared codebase
- Built **discount-migration and reviews-migration APIs** pulling live data from Shopify and transforming it into the platform's custom data model for zero-loss brand onboarding
- Designed and built a **custom order-confirmation package end-to-end (FE + BE)** with post-purchase upsell, re-buy/reorder, and other conversion-focused e-commerce features
- Designed a **multi-phase AI agent pipeline** that pixel-perfect-clones live storefronts into Next.js, cutting new-section build time from days to hours
- Debugged and unblocked production issues across BFF/commerce APIs and Next.js cache invalidation; migrated a brand's transactional email pipeline to a more reliable gateway after isolating a silent 500-error path
- Shipped **SEO infrastructure** (dynamic `sitemap.ts`, `robots.ts`, canonical URLs, Google Merchant feed) and led a **CMS schema migration** powering the visual editor's media library

- Built a **reusable customer-reviews widget** (masonry layout, write-review wizard, video player) engineered for cross-merchant reuse
- Built **Cardify**, a drop-in storefront app (Fastify + MySQL API, Lit web-component SDK, React admin) that lets merchants swap product-card designs from a single switch with no storefront rewrite; fails safe to the native cards and is **live in production on 16 storefronts**

### AI-Driven Engineering & Tooling

- Built and maintain a private Claude Code agent/skill library (*editor-integration*, *shopkit-api-integration*, *nextjs-clone*) with MCP integrations (Slack, Jira, GitHub, Playwright, Firecrawl) and automated build-verification loops — compressing hours of cross-tool work into single prompts and measurably lifting shipping velocity

### CREST — Fintech

- Lead frontend technical decisions on Next.js 15 + Zustand; own end-to-end UX architecture, secure data encryption, and context-aware redirection flows

### Axis Robo Advisory — AI-Driven Investment Platform

- Built an **AI-driven dynamic widget rendering system** adapting to unpredictable AI response shapes, with fallback/edge-case handling for zero UI breakage
- Built **backend APIs for large-scale PDF data handling and processing**, structuring financial-document content for downstream AI/LLM consumption, plus a secure custom PDF rendering module for stock analytics
- Designed and implemented **Single Sign-On (SSO) across frontend and backend**, unifying platform authentication
- Owned **Docker containerization** for backend services running in production
- Implemented the Order Placement Module (end-to-end validations) and partnered with the backend AI team to lift response accuracy to **85–90%**

### Documitra — Large-Scale Document Processing Platform

- Designed and managed the **MySQL database for the document-upload flow**; optimized queries to cut API response time and improve page-load performance
- Owned **deployment and AWS infrastructure** (S3 buckets, environment/config setup) for the platform
- Built the Notifications Module and post-payment User Review Flow from scratch; drove payment integration end-to-end and resolved hundreds of system bugs alongside QA

### Other Contributions

- **Titan Campaign Platform**: built foundational Login/Signup, User Management, Campaign Creation, and Asset Library modules on a clean, scalable architecture; owned deployment and AWS S3 setup for the platform
- **Primathon Corporate Website**: implemented complex GSAP animations achieving 100% Lighthouse scores; refactored for reduced layout shift
- **Early Engineering (as SDE Intern)**: shipped a production website using Next.js, SCSS, and Strapi CMS with GSAP interactions, working Agile against evolving requirements

## EDUCATION

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**Software Development Bootcamp** — Primathon Academy, Gurugram, Haryana (Feb 2023 – Nov 2023)

**Bachelor of Science** — Shri Harishchandra College, Varanasi (2019–2022)

**Intermediate (12th)** — Sonnet Academy (2017–2018)

## ADDITIONAL HIGHLIGHTS

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- **Rapid Career Growth** — promoted three times in under 3 years: Intern → Associate SDE → SDE 1 → SDE 2, on the back of consistent high-impact delivery
- **Full-Stack Ownership** — delivered features end-to-end, from MySQL schema design and backend APIs to frontend UI, across fintech (SSO, AI/PDF pipelines) and document-processing platforms
- **Frontend Lead** — drives technical direction and codifies team conventions; mentored an intern who transitioned to a full-time engineering role
- Achieved 100% Lighthouse scores on multiple production pages (Molygraph, Primathon, Documitra)