

Ankit Kumar Singh

Senior Software Engineer 2.2

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SUMMARY

Senior Software Engineer with a focus on high-performance web architecture and intelligent product features for Fortune 500 marketing brands. Expert in JavaScript internals—including building custom JS engines—and architecting sophisticated frontend systems that prioritize user engagement and performance. I specialize in bridging the gap between complex engineering and marketing goals, leveraging Python and Agentic AI as tools to drive intelligent automation and product growth.

PROFESSIONAL EXPERIENCE

Bluecore Software Pvt. Ltd.

Senior Software Engineer 2.2 02/26 – Present | Remote

- Leveraged Claude Code to automate data extraction from across 450+ repository and using that data to take critical decisions for Python 2 to 3 migration.
- Migrated critical Python 2 services to Python 3 for core backend services, orchestrating phased rollouts and rigorous integration testing to maintain 100% system availability throughout the transition.
- Scaled the Bluecore web application by architecting new user-facing features and optimizing legacy modules, resulting in improved system performance and enhanced user engagement.

Senior Software Engineer 2.1 02/23 – 01/26 | Remote

- Enhanced the Bluecore Audience Builder, developing sophisticated marketing journey tools that empower retailers to architect complex customer segments.
- Engineered an Audience builder AI Agent to convert natural language descriptions into runnable audience in UI, significantly reducing manual configuration time.
- Architected and implemented a self improving RAG database initialised with seed data to enhance accuracy of Audience builder AI agent. Setup an agent engine service with auth and host it on a url to access in UI.

Software Engineer 1.2 02/21 – 01/23 | Remote

- Scaled a Vanilla JS engine by architecting support for complex campaign types, including dynamic product recommendations, social proofing, and badging systems.
- Spearheaded the replacement of jQuery with a lightweight custom library, achieving a 5x reduction in bundle size (30KB to 6KB) and significantly improving execution speed without loss of functionality.

Software Engineer 1.1 12/18 – 01/21 | Noida, Remote

- Developed a high-performance Vanilla JS engine for Tier-1 retailers (Nike, Reebok), driving large-scale campaign execution and analytics across North America.
- Awarded the VIC Award (peer-nominated) for scaling campaign architecture for Nike and Reebok, ensuring zero-latency execution during high-revenue sales events.

JMoon Technologies Pvt. Ltd., Robotics and AI Research Intern 08/18 – 11/18 | Delhi

- Computer Vision: Engineered a CNN-based facial recognition system for an autonomous home robot, optimized for real-time inference on ODROID-XU4 SBCs.
- Edge Intelligence: Developed a high-efficiency few-shot learning pipeline requiring only 4–5 training images for localized user authentication and detection.

EDUCATION

B.Tech in Computer Science, Hindustan College of Science & Technology 08/2014 – 05/2018 | Mathura

78.78%

SKILLS

React | JavaScript | Python | SQL | TypeScript | NextJS | Google Cloud Platform | Cursor | MCP | Claude Code | Open Code | CI/CD

ACHIEVEMENTS

Peer-nominated VIC Award, Bluecore 2020

Achieved this award at my company for showcasing excellence implementing high value features in JS integration for big brands like Nike significantly increasing their revenue.

2nd Runner Up @ E-Yantra Robotics Competition, IIT Bombay 2016

Worked on building a robot from scratch and make it perform certain tasks in pre-defined environment and timeline. Presented at IIT Bombay after reaching the finale.

LANGUAGES

Hindi — Native/Bilingual English — Fluent