

NEERAJ MUKTA

PRODUCT ENGINEER



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ABOUT ME

Product Engineer with **8+** years of experience building **B2B & B2C** products across **Ecommerce, Fintech, Healthcare, Gaming, and FMCG** industries. Experienced in working across the full product lifecycle—from understanding user and business problems and defining solutions to prioritization, execution, launch, and iteration.

My engineering background allows me to work deeply with technical teams while keeping a strong focus on **customer outcomes** and **business impact**. I've partnered with founders and cross-functional teams to shape product direction, lead initiatives from 0→1, and turn complex problems into simple, scalable experiences.

PASSION PROJECTS

TT Heros

<https://ttheros.com>

*React Native, sqlite,
Astro, Cloudflare stack*

A Table Tennis scoring app.

A mobile app built for scoring and record keeping of matches between friends, leagues and corporate tournaments. It provides all the tools for organising and managing a table tennis tournament digitally. Organizers can easily host and manage tournaments, umpires can easily do scoring while spectators can follow the matches live on their phones.

Crow

trycrow.io

*React, Nodejs, sqlite,
Cloudflare stack,
webflow sdk*

A Lead management and Email marketing platform

Crow is built to help you turn leads into customers. With a focus on Webflow, Crow natively captures every form submission and instantly alerts you via Slack. Once a lead is detected, Crow acts on your behalf, allowing you to create automated workflows to follow up and convert them. With Crow, you'll never miss a lead again.

AEOFLOW

aeflow.io

*React, Nodejs, sql, AI,
Cloudflare stack,
webflow sdk*

Make your content AI ready

AEOFLOW is a tool built to AI-optimize Webflow content at scale. It helps structure and enrich your content for AI crawlers by automatically adding key elements such as summaries, FAQs, JSON-LD schema, SEO metadata, and other contextual data which helps increase your visibility across platforms like ChatGPT, Claude, Gemini, and other AI-powered search experiences—all without the need to manually update every page.

EXPERIENCE

2023 - NOW

Epam Systems

MNC

Senior Software Engineer

Proctor & Gamble US: P&G — Global Enterprise Website & AI Search Platform

Contributed as an Engineering Team Lead to P&G's global enterprise platform, unifying communications, employee resources, and digital services across sites and plants worldwide.

Built a CMS-driven platform using Next.js and Payload CMS, powering news, campaigns, employee resources, enterprise search, ServiceNow integrations, room bookings, and events.

Key Contributions

- Established the **Next.js + Payload CMS** architecture and foundational UI component library.
- Led SharePoint-to-CMS data migration and developed native **iOS** and **Android** apps.
- Worked on an **agentic search** and **RAG pipeline**, enabling AI-powered search and more intelligent content discovery across the website.
- Led weekly **production releases**, code reviews, and automated testing to ensure release quality.
- Introduced **agentic AI** workflows across QA and development to improve engineering efficiency.
- Supported hiring, mentoring, and team growth, establishing scalable engineering practices.

Impact

- +44% increase in employee participation in company events
- -15% decrease in employee support enquiries

Lincare holdings: A healthcare company based out of US.

Worked with Lincare Holdings for 1 year as a frontend developer, contributing to the development and enhancement of their Patient Portal. I focused on building intuitive, accessible, and responsive user experiences using React and Next.js, while also handling CMS integrations and API-driven functionality.

The portal was designed to give patients a seamless way to manage their healthcare journey online—from accessing records and requesting services to communicating with healthcare providers. I translated design concepts into scalable, reusable components and ensured a consistent experience across devices

Key Responsibilities

- Built reusable, **production-ready** React components from Figma and design specifications.
- Developed responsive and accessible interfaces using **React**, **Next.js**, and **Tailwind CSS**.
- Integrated REST APIs and CMS-driven content into frontend components.
- Implemented and maintained unit tests to ensure component reliability and code quality.

Ineos Automotive: Contributed to the INEOS Grenadier global website, a high-traffic digital platform built with Next.js and Sitecore. Focused on frontend development, CMS integration, and high-impact customer journeys including test drive requests, vehicle configuration, retailer discovery, and checkout.

Key Contributions

- Built responsive, reusable UI components and customer-facing forms using **Next.js**.
- Integrated **Sitecore Headless CMS** with Next.js for dynamic, scalable content delivery.
- Developed and enhanced the **Build Your Grenadier configurator** and checkout journey.
- Integrated analytics and reCAPTCHA to improve conversion tracking and form security.
- Optimized key user journeys, contributing to measurable improvements in organic search visibility and test-drive interest.
- Collaborated closely with design and backend teams to deliver consistent, high-performance experiences.

Impact

- **+21%** organic search growth
- **+11%** increase in test-drive enquiries
- **+7%** improvement in key user engagement/conversion

2021 - 2023

Medbikri Inc

Pre-seed Startup

Founding Engineer

B2B Pharma Sales & Inventory Platform

Worked as a Lead Engineer for a **B2B pharma sales** startup serving pharmacies and chemist shops across India. Led development, quality assurance, releases, and team coordination across the mobile and web applications.

Key Contributions

- Led a team of developers and interns, overseeing feature development, task planning, code reviews, and releases.
- Built and maintained reusable UI components while delivering new product features.
- Worked directly with sales and operations teams to understand real-world issues and incorporate end-user feedback into product improvements.
- Conducted training and product demos for Field/Sales teams, covering new features, common issues, and customer workflows.

Impact

- Reached **50K** downloads in 6 months with **27%** retention
- Reduced average inventory update time from **8 mins** to **1 min**
- Streamlined communication and operations among cross functional teams.

2020 - 2021

[Blitz.gg](#)

Funded US Startup

Software Engineer (contract)

Contributed to Blitz, a cross-game **esports** performance platform that helps players improve through real-time game data, personalized insights, and strategies from professional players. The desktop app supports titles including League of Legends, TFT, Valorant, and Fortnite.

- Built scalable UI components using **React**, **Redux**, **Styled Components**, and **Electron**.
- Developed **Node.js APIs** for aggregating, filtering, and storing game data.
- Built the Post-Match Performance experience, including frontend pages and backend data-processing logic.
- Developed **in-game overlays** that provide players with real-time insights and decision-making assistance.
- Fixed game-specific issues, particularly for League of Legends, and incorporated feedback directly from the player community.
- Worked across multiple backend services, including Node.js and Elixir, to deliver reliable, **data-driven** features.

2018 - 2020

[Coforge](#)

MNC

Software Engineer

Office Depot — Backend Engineer

Worked as a Java Developer for 10 months, translating business requirements into scalable APIs using **Java** and **Spring Boot**. Developed **unit** and **E2E** test suites and performed performance testing using **JMeter** and **k6** to ensure reliable, production-ready services.

Santander UK — Mortgage Platform

Worked as an **Angular** Developer on Santander UK's mortgage journey, building customer-facing forms, dashboards, and workflows. Developed comprehensive test coverage and contributed to backend services, gaining experience across the full application stack.

Santander Spain — Fintech Data Aggregation Platform

Worked closely with the client to prototype and build an in-house **financial data aggregation** platform, inspired by products such as **Plaid**, **Yapily**, **Belvo**, and **Salt Edge**.

As a first hire, I built and led a team of 6–7 engineers to build a flexible and scalable framework capable of integrating **banks**, **NBFCs**, **AMCs**, and other financial institutions with minimal integration effort.

Key focus: **architecture** & **prototyping**, financial institution integrations, scalable APIs, data aggregation, frontend development, and team leadership.

Technologies: Java, Spring Boot, Angular, TypeScript, Python, JavaScript, PostgreSQL, MySQL, MongoDB, Couchbase, Prometheus, Grafana, Jenkins, k6.

EDUCATION

2014 - 2018

VIT UNIVERSITY,
Vellore

Bachelors of Technology, IT

Graduated with an **8.0 CGPA**, building a strong foundation in computer science, programming, and software development.

- Studied core computer science concepts and programming languages including **C/C++ and Java**.
- Participated in various **technical and non-technical student organizations** and contributed to NGO initiatives.
- Developed a strong interest in **IoT and embedded systems**, working on multiple projects throughout the program.
- Completed a **final-year project focused on embedded systems and IoT**.

SKILLS

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|--------------|---------------------|-------------------|--------------------|
| • Leadership | • Digital Marketing | • Communication | • Customer Support |
| • Analytics | • Teamwork | • Problem Solving | • Collaboration |

RECRUITER QUICK ANSWERS

What motivates you at work?

Learning, ownership, and seeing something I've helped build being genuinely used. I enjoy environments where I can contribute beyond just completing assigned tasks.

How do you handle ambiguity?

I'm comfortable with it. I prefer breaking an unclear problem into smaller pieces, asking the right questions, and moving forward rather than waiting for every detail to be defined.

What kind of work environment brings out your best?

An environment with ownership and autonomy, where people care about the outcome rather than just the process. I enjoy working with people who are curious, collaborative, and willing to experiment.

What do you do outside of work?

I'm naturally curious and enjoy exploring new ideas, technology, and side projects. I like building things, experimenting with new tools, and learning about areas outside my immediate expertise.