PRAKHAR GUPTA

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EXPERIENCE

DeleteMe   Jul 2024 – Aug 2025
Software Development Engineer II   *Bangalore, India*

- Customer data removal across **1,000+** sites required manual effort. Implemented site-specific automation for crawls, captchas, and forms. Resulted in increase of removal throughput to **50,000** data rows monthly.
- PII sites blocked automation with **captchas**, **redirects**, and **fingerprint tracking**. **Built framework** of captcha solvers and fingerprint rotation, reducing per-site reimplementation and enabling scaling.
- Wrote onboarding docs, runbooks, and example scripts. Onboarded and **mentored** 3 engineers until fully productive.
- Tech Stack: **Node.js, Puppeteer, Playwright, React, AWS**

ColdMessageAI   Oct 2022 – Mar 2024
Founder   *Gurugram, India*

- Built an app that automates sales prospecting powered by **GenAI**. Conducted interviews, built end-to-end platform, tested idea via 100+ outbound emails, and gathered feedback.
- Experimented with **LLM fine-tuning** for domain-specific sales tasks and explored **RAG (Retrieval-Augmented Generation)** pipelines to improve personalization and response accuracy.
- Tech Stack: **TypeScript, Node.js, Prisma, React, Next.js, AWS, Docker, Terraform**

Amazon   May 2021 – Oct 2022
Software Development Engineer   *Hyderabad, India*

- HR staff used **10+ disconnected tools** to resolve issues. Built HR Service Central (HRSC) from scratch integrating all systems in one place. Helped in defining requirements, created HLD/LLD and implementation. Reduced resolution time by **40%**, currently in use by **1M+** Amazon employees.
- Tax calculation system processed only **100K transactions/day** creating a bottleneck. Redesigned execution flow, added caching, and optimized step functions. New architecture able to support **1.5M transactions/day.**
- Two services overlapped, creating excess engineering load. Wrote **HLD/LLD**, built missing features, and merged systems. Resulting in reduced engineering overhead and reduced oncall incidents by **2x**.
- Tech Stack: **AWS, Node.js, React, Java, Spring**

OYO   Jan 2020 – May 2021
Software Development Engineer   *Gurugram, India*

- CTR/Booking decayed exponentially across property lists, reducing monetization. Implemented **LambdaRank** Research Paper from scratch to improve Ranking Algorithm. Resulted in an approximate increase of **$20M** in revenue per year.
- Processed **100TB+** of big data to create cleaned dataset. Built **ML models** on this data, tested and deployed them to the OYO app. Led to **15%** increase of bookings in the app.
- Current ranking models optimized for short-term revenue, surfacing cheap but poor-quality hotels decreasing LTV of customers. **Led** the project end-to-end and **mentored** 2 interns throughout execution to fix this. Re-trained ranking with revenue + unhappiness proxy as the target variable. This reduced churn by **5%** in A/B testing with negligible revenue loss.
- Tech Stack: **Python, Java, Springboot, Flask, AWS EMR, PySpark, Docker, Kubernetes, Grafana, ELK Stack**

EDUCATION

The LNM Institute of Information Technology   Jaipur, India
B.Tech in Computer Science and Engineering   *2016 – 2020*

Relevant Coursework - Data Structures & Algorithms, Object Oriented Programming, Operating Systems, Database Management System, Artificial Intelligence, Data Science

TECHNICAL SKILLS

Languages: Java, Python, JavaScript, SQL
Frameworks: React, Node.js, Flask, Springboot
Databases: PostgreSQL, Prisma, Redis, ElasticSearch, MySQL, DynamoDB
Devops: Docker, Terraform
Misc: Git, AWS