

VIVEK KUMAR

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Summary

Senior backend/platform engineer with 4+ years building high-scale distributed systems at Swiggy. Tech lead for the Unified Communication, MarTech, and Growth platforms serving 25M+ monthly active users across food delivery and quick-commerce. Led platform consolidations driving ~90% cost reduction, shipped MarTech systems generating ~INR 530M in brand investment, and built EDITH, Swiggy's agentic on-call engineer adopted by 45+ teams.

Work Experience

Software Development Engineer III | Swiggy, Bangalore

July 2022 – Present

- **Technical lead for Unified Communication Platform (UCP), MarTech, and GrowthX**, owning design reviews, HLD/LLD, technical roadmap planning, on-call planning, architect alignment, execution tracking, engineer mentorship, and AI productivity initiatives.
- **Led cross-org service consolidation into UCP** by migrating push notifications, WhatsApp, SMS, email, and pull-notification services from multiple internal teams into a single UCP platform team as the source of truth; synced with **25+ clients/teams** for migrations and post-unification adoption.
- **Re-architected push-notification platform** with a tenant-agnostic API contract unifying FCM/APNS token management; migrated tokens from RDS to DynamoDB via dual-write + shadow-read verification, enabling **zero-downtime cutover**. Improved fault detection by **30%** and reduced testing turnaround time by **40%**.
- **Cut communications platform cost by ~90% (\$93.4K→\$9.5K/yr)** by deprecating 4 services, 9 APIs, and redundant RDS/Redis/Kafka/DynamoDB/S3 infra; reduced memory 25Gi→0.5Gi, containers 31→6, FCM traffic 30%, and new tenant onboarding from 3 days to <1 day.
- **Independently scoped and built EDITH, Swiggy's agentic on-call engineer**, adopted by **45+ teams** to debug alerts and production issues; owned roadmap, architecture, production deployment, and adoption; shipped EDITH 2.0 with a workflow→agentic revamp, plug-and-play agent framework, and Slack feedback loop; achieved ~85%+ RCA accuracy, reduced MTTI by **87%**, and saved ~500 engineering hours/month.
- **Led architecture and rollout of MarTech / 3P-Ads platform** (Project David, Brandverse) — ran **3P build-vs-buy evaluation**, defined domain architecture and data contracts, and partnered with Google/Meta engineering POCs for external integrations.
- **Shipped 4 systems driving ~INR 530M brand investment** (OND'25, 160+ brands): (a) **100M+/day** marketing-event pipeline (Kafka → Meta / MoEngage, batch + real-time), (b) Meta/Google Ads ETL into Databricks, (c) Brandverse self-serve advertiser dashboard with reusable SDK across Instamart/Food, (d) secure PII enrichment lifting Google audience match 30% → 60%; **net 30% ROAS uplift, 22% CPC reduction**.
- **Built real-time product-feed platform** for Instamart and Food across **25M+ SKUs** to sync price and availability updates to Google Merchant Center, Meta, Smartly, and other ad platforms; drove **45K Instamart and 12K Food incremental orders/day**.
- **Led Proximity Offer for Diwali and Christmas**, sustaining **10× anticipated throughput** with zero downtime; architected a viral pan-India social-engagement system that reached 929K uniques in 48h, activated **144K dormant users**, and generated **320K+ Christmas orders**.
- **Delivered IPL 2024 Gamification and MysteryBox growth campaigns**; IPL engaged **32% of platform transacting users**, boosted sessions by ~40%, and drove ~18K incremental orders/day; MysteryBox delivered ~**16% new-user acquisition incrementality**.
- **Recognized as AI Champion** for Swiggy Central Growth (CG) org — built reusable playbooks, internal AI tooling, and SDLC masterclasses driving org-wide GenAI adoption (Cursor, Claude, MCP, agentic automation); saved ~**5 weeks of engineering bandwidth** during a peak-event launch.

Software Development Engineer Intern | Juspay, Bangalore

Nov 2021 – Jan 2022

- Integrated payment gateways Braintree and Adyen for Juspay's first product targeting the global market.

Technical Skills

Languages: Go, Python, Java

Backend & Distributed Systems: gRPC, REST APIs, Apache Kafka, microservices, system design, API design, event-driven architectures

Data & Storage: DynamoDB, Redis / ElastiCache, S3, MySQL (RDS)

Cloud, Infra & Observability: AWS (EC2, Lambda, S3, SQS, SNS), Docker, CI/CD, Grafana, Loki, Prometheus

AI / LLM Engineering: MCP, agentic systems, LangChain / LangGraph, prompt engineering, OpenAI / Anthropic APIs

Developer Tools: Cursor, Claude Code, Git/GitHub, Linux, JetBrains

Education

National Institute of Technology Delhi

2018 – 2022

B.Tech in Computer Science and Engineering | CGPA: 8.09 / 10

Awards & Recognition

- **Swiggster Award** — Swiggy's excellence award for leading the time-bound Diwali Proximity Offer initiative.
- **AI Champion**, Swiggy Central Growth (CG) Org — for driving org-wide GenAI / Cursor / MCP adoption and shipping EDITH.
- **All India Runner-Up**, Toycathon 2021 (Govt. of India) — for *Shruti*, an AI-based sound learning app.