


Gaurav Mall

CREATIVE TECHNOLOGIST | AI ENTHUSIAST

Solution Architect with extensive experience in Generative AI, cloud-native solutions, and modern web frameworks like React.js and Node.js. Proven expertise in designing scalable systems with Docker, Kubernetes, and CI/CD pipelines.

CONTACT 
+919958568877

EMAIL 
dev.gauravmall@gmail.com

WEBSITE 
<https://www.designerdevil.io>

| EXPERIENCE

Principal Architect | **LTIMindtree**

June 2022 | Present

Location: Noida

Manager Experience Technology | **Publicis.Sapient**

May 2011 | June 2022

Location: Gurugram / Noida / UK / Canada

UX Lead | **Taxmann Technologies Pvt. Ltd.**

November 2009 - May 2011

Location: New Delhi

Sr. UI Developer | **Websarga Solutions Pvt. Ltd.**

March 2009 - November 2009

Location: New Delhi

Web Designer/Developer | **Wizie.com India Pvt. Ltd.**

August 2007 - February 2009

Location: Gurugram

Web Designer/Developer | **Global Webs Link.**

May 2006 - June 2007

Location: Lucknow

| ACADEMICS

Bachelor of Computer Applications

2005 IGNOU, Delhi

Bachelor of Science

2004 Lucknow University, Lucknow, U.P., India

Computer Certified Professional on Web Tools APTECH

| SKILLS

Generative AI Tools

LangChain, OpenAI APIs, GPT-based apps.

Frontend Development:

React.js, TypeScript, Redux, HTML5, CSS/SASS.

Backend Development

Node.js, Express, Fastify, MongoDB, Postgres.

DevOps/Cloud

Docker, Kubernetes, GitLab CI/CD, Jenkins, GCP, Azure.

Testing and Performance

Jest, Enzyme, Accessibility, Performance tuning.

GITHUB

<https://github.com/designerdevil>

LINKEDIN

<https://www.linkedin.com/in/designerdevil/>

STACKOVERFLOW

<https://stackoverflow.com/users/3156978/gaurav-mall?tab=profile>

MEDIUM

<https://medium.com/@dev.gauravmall>

BEHANCE

<https://www.behance.net/designerdevil>

YOUTUBE

https://www.youtube.com/channel/UCHgdaXo mGACeoTD_5uohpZQ

| PROJECTS

INFORMA - Markets, Pharma | NOIDA

Category: Platform development and maintenance
Role: Senior Technical Architect - Experience Technology
Purpose: Spearheading UI front to assist more than 450 marketing websites across 4 distinct tracks. Suggesting Improvements w.r.t solutions and devops

Responsibilities: Primarily, my focus lies in constructing and delivering solutions, managing intricate demands, providing estimations, and handling RFPs.

React, AEM, Drupal, HTML5, JQuery, SCSS, AWS, Jenkins, Node

LOBLAW - BRONX | NOIDA

Category: E-commerce website
Role: Architect - Experience Technology
Purpose: The purpose of the project was to rebuild an existing e-commerce website with latest FE technologies.

Responsibilities: Primarily, my focus was on development tasks and building POCs for A/B Testing. Additionally, I contributed to the Contentful migration team.

React, Redux, Contentful, HTML5, CSS3/SASS, Cucumber

LOBLAW - EMERALD | NOIDA

Category: E-commerce website
Role: Architect/ Sr. Developer
Purpose: This project was to develop an e-commerce website for providing medicated cannabis to users. "Ample" backend system and latest FE technologies were used to develop the application.
Responsibilities: Majorly, I was involved in development activities and interacting with onshore team for calling out risks and dependencies. I have also developed some complex modules such as Account management, Order management, etc.

React, Redux, Node, Express, Ample, Turmeric, HTML5, CSS3/SASS

EUROPEAN TOUR | LONDON - GURGRAM

Category: CMS/Website
Role: Team Lead/ Sr. Interactive Developer
Purpose: This project was built to develop different match formats for European tour golf tournaments and producing visually heavy static information in a website, with customized components through the mix of frontend technologies into Sitecore.
Responsibilities: I was responsible for integrating third party solutions like Gigya & Brightcove end to end with Sitecore. I was involved in planning, designing and development of the system. I was also involved in interacting directly with the Client/ BAs/ UX Designers to understand the requirements and executing them end to end.

React, Redux, JQuery, HTML5, CSS3/SASS, Handlebars, Sitecore

LTIMindtree | NOIDA

Category: Generative AI
Role: Principal Architect - Experience Technology
Purpose: Developed a resume screening app for offloading the manual work to AI and recommend correct job descriptions as per the uploaded resume.

Responsibilities: Designed an AI-driven RAG pipeline using LangChain and Groq to match resumes with job descriptions, reducing manual workload by 80%.

RAG pipeline, Groq, Node.js

LOBLAW - FULFILMENT | NOIDA

Category: Backend system
Role: Sr. Full Stack Developer
Purpose: Requirement was to build a backend system that can support the home delivery modes for an existing eCommerce system. In order to achieve this, different third party vendor services were utilized, with the upgrades and features to support the backend system.

Responsibilities: Majorly, I was involved in development activities and interacting with the vendors for calibrating the requirements of the system.

Node, Express, Vendor APIs (Onfleet, Dispatch Science)

DEBENHAMS | LONDON

Category: Progressive Web App/Mobify
Role: Sr. Interactive Developer
Purpose: To develop Progressive web app with an existing e-commerce website of Debenhams. This was also one of the first few UK-based e-commerce Progressive Web Apps.
Responsibilities: I was involved in development activities and interacting with client directly for finalizing the requirements. I joined at a later stage of the ongoing project and was responsible in making some major architectural changes for betterment.

React, Redux, HTML5, CSS3/SASS, PWA, Mobify.

DIAGEO | LONDON

Category: CMS/Website
Role: Team Lead
Purpose: To create a platform and migrate different brand websites of DIAGEO to bring under a single umbrella and manage through AEM, so that it can be authored and handled easily.
Responsibilities: I had the responsibility of leading the Brand team in a globally distributed team model. My main focus was collaborating closely with the IEA platform team to develop reusable components for various brands. Additionally, I actively engaged with BAs/UX Designers to comprehend the requirements and successfully implement them from start to finish.

React, Redux, JQuery, HTML5, CSS3/SASS, Handlebars, AEM

CONTINUOUS IMPROVEMENT PACKAGE | NEWCASTLE

Category: Web Application

Role: Sr. Interactive Developer

Purpose: National Health Services, UK is a government organization responsible for maintaining the chain of medical centres and providing medical services to the UK residents. Continuous Improvement Package is a project which is responsible to scan the prescriptions dispensed by the medical practitioners and the bills provided by the pharmacists and investigate the differences/missing information among both based on pre-defined set of rules.

Responsibilities: I was responsible for re-designing and developing various modules of the application. I also revamped complete JS of the application and added support for latest browsers.

Javascript, JQuery, HTML5, CSS3/SASS

DPC | NEWCASTLE / BLACKPOOL

Category: Web Application

Role: Sr. Interactive Developer

Purpose: Direct Payment to Customers(sub division of NHS) is a project which is responsible to make payments to the pharmacists and appliance contractors who dispense medicines and appliances to the UK residents.

Responsibilities: I have developed some of the complex AJAX flows through FE technologies and also developed few reusable and decoupled components that helped backend team to integrate the feature conveniently.

Javascript, JQuery, HTML5, CSS3/SASS

INFORMATION SYSTEMS MAINTENANCE | NEWCASTLE

Category: Web Application

Role: Sr. Interactive Developer

Purpose: ISM (Information Systems Maintenance) is a sub division of NHS, which is responsible for maintaining the statistical data of the medical services used by the people. It provides a reporting platform to the business users to obtain these reports and plan distribution of the medical services

Responsibilities: My role was to integrate the frontend work with backend data. I joined at a later stage of the project and made some major enhancements which resulted in zero UAT defects.

Javascript, JQuery, HTML5, CSS3/SASS

NHSBT | NEWCASTLE

Category: Hybrid Application + Website

Role: Sr. Interactive Developer

Purpose: The purpose of the project was to develop a Blood Donor portal for National Health Services, UK which is a government organization responsible for maintaining the chain of medical centres and providing medical services to the UK residents.

Responsibilities: I was leading a team of 5 members for creating a portal with responsive design pattern. Also, I was part of hybrid app development team of Android/ iOS/ Windows.

Jquery, HTML5, CSS, Cordova, Google Maps

CARRIER | NOIDA

Category: Portal / Brand Website

Role: Interactive Developer

Purpose: The purpose of the project was to develop a website for Carrier brand and its verticals.

Responsibilities: I developed some of the complex modules like Product compare, Interactive demo, etc. by using FE technologies.

Jquery, HTML5, CSS3/SASS, jQuery

| KEY ACHIEVEMENTS & RECOGNITIONS

- Appreciations from Leadership in LTIMindtree for submitting Generative AI Idea with a POC solution.
- Appreciations from both clients and the internal team in LTIMindtree. Played a key role in driving additional business opportunities.
- Recognized with the Quarterly award "You make a difference" for architecting several solutions in Loblaw.
- Achieved the "Rockstar of the Month" award for the "Carrier" project at Sapient.
- Named as a global finalist for the "Rookie of the Year" award in 2012 at Sapient.
- Commended for outstanding work on a pitch project at Taxmann Technologies.
- Honoured with the "Best employee of the year (Web Department)" award at Wizie.

| PERSONAL INFORMATION

DATE OF BIRTH	25 th June 1983
GENDER	Male
MARITAL STATUS	Married
LANGUAGES	Hindi, English
LIKINGS	Gaming, Travelling, Meditation, Philosophy, Coding, Nature, AI Exploration