

Srinivas Vijayakumar

Product Engineer / Hands-On CTO /
Full-Stack, Platforms & Distributed Systems

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◆ PROFILE

Product engineer who takes things from idea to production: discovery, architecture, build and ship. 8+ years across full-stack development, platform architecture and real-time/offline systems. Currently hands-on CTO at Extraa, leading ~10 engineers and owning 10+ production products serving ~3M users across ~60 enterprise clients — building the shared platforms and operator tooling that let non-engineers

launch what used to need a code change. Strong in Python, TypeScript/Node.js, React/React Native, PostgreSQL, GraphQL and AWS, with experience extending into NFC hardware, firmware and real-time graphics. I tend to learn technologies in delivery rather than in advance, picking up Hasura, Terraform and ESP32 firmware when projects needed them.

◆ Open to UK relocation · Skilled Worker sponsorship required

~3.0M USERS SERVED	~60 ENTERPRISE CLIENTS	39M+ COUPONS / REWARDS
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◆ EXPERIENCE

Extraa

Jan 2023 – Present
Chennai, India

Chief Technology Officer

- ◆ Rebuilt Extraa from a legacy PHP/Yii/MySQL system into React + Hasura/GraphQL on managed PostgreSQL and serverless, recreating the core product in ~1 month — that platform is now the shared substrate every client deployment runs on, with hot-path serverless functions since rewritten in Go for performance.
- ◆ Reduced recurring client requests into configurable primitives instead of per-client forks — campaign, coupon and cashback rules are data, not code — and built the consoles, POS interfaces and merchant dashboards that let client staff launch programmes with no engineering involvement.
- ◆ Integrated the platform with enterprise systems of record so client teams could run programmes inside tools they already used: [Salesforce](#) customer-data sync, [DarwinBox](#) HRMS powering an employee reward-points marketplace, and form-to-Sheets data pipelines.
- ◆ [JITO One World](#) — consolidated a legacy platform serving 1.2M+ users onto Fastify/Prisma/PostgreSQL, using Python extensively for the migration: tooling to transform, validate and reconcile legacy data before cutover.
- ◆ [Python tooling & services](#) — generated and verified a pool of ~200M collision-free coupon codes, built bulk QR-generation and live-data correction tooling, and developed internal FastAPI services used across products.
- ◆ [WE1 Dubai Summer Carnival](#) — offline-first NFC wallet for a live event: 73,449 attendees, 21,116 cards, ~60 POS across 54 stalls; AES-encrypted card state with duplicate detection and server reconciliation, so redemptions continued through network loss.
- ◆ Built and own the payment and stored-value surfaces — event ticketing checkout and wallet top-up backed by a points ledger — alongside [GoGas](#) loyalty for ~500K registered drivers (4.9M+ coupons) and a cashless CNG fleet programme with cashback that adapts to fuel-price and station-level incentives.
- ◆ Shipped independently under hard deadlines: [Aquila EV](#) NFC campus pass in a week and [Hakkasan](#) membership cards with Apple/Google Wallet in ~2–3 weeks.
- ◆ Lead ~10 engineers — hiring, mentoring, estimation and incident response — working directly with the founder and strategic clients including Rapido, Zomato, Mahindra and Aditya Birla Group.

◇ CORE SKILLS

PRODUCT & OWNERSHIP	End-to-end delivery / architecture ownership / user & stakeholder discovery / prioritisation / estimation / incident response / hiring & mentoring
LANGUAGES	Python / TypeScript / Go / JavaScript / SQL / C++ / C# / GLSL
BACKEND & DATA	Node.js / Fastify / FastAPI / Django / Prisma / GraphQL / Hasura / REST / PostgreSQL / MySQL / JSONB / transactional systems / offline-first sync / reconciliation / migrations / performance tuning
FRONTEND	React / React Native / Next.js / Astro / Vue / Three.js / WebGL
CLOUD & OPERATIONS	AWS (RDS · EC2 · Lambda · API Gateway · Step Functions · S3 · VPC · CloudWatch · Amplify) / Terraform / Docker / Linux / deployment automation / observability, alerting & on-call
INTEGRATIONS & INTERNAL TOOLS	Salesforce / DarwinBox HRMS / Google Sheets & Workspace APIs / payments, ticketing & stored-value ledgers / webhooks / third-party API design
REALTIME / EDGE / GRAPHICS	NFC / ESP32 & custom PCB firmware (PlatformIO) / WebSockets / OSC / NDI / MediaPipe / Kinect / LiDAR / openFrameworks / OPENRNDR / Unity

◇ EXPERIENCE — CONT.

MELD

Jan 2019 — Present
Chennai, India

Co-Founder, UX & Technology Lead / Advisor

- ◇ Co-founded a design and digital studio (full-time to 2022, advisory since); ran discovery-to-launch delivery and evolved the stack from WordPress/Shopify into Vue, React, Next.js, Astro and interactive WebGL.
- ◇ Recovered DreamCricketStore onto Shopify from a broken OpenCart install after admin access was lost; built a Three.js 3D shopping experience for BLANC and the operator UI for SOORAN, a tele-operated vehicle shown at DefExpo 2020.

Television Dust

Sep 2019 — Present
Chennai, India

Co-Founder & Creative Technologist

- ◇ Built reusable real-time systems rather than one-off rigs — MulTo, an openFrameworks video router, and OPENRNDR/Unity performance systems integrating NDI, MediaPipe, Kinect/LiDAR and GLSL for Angular Festival and Omnivoid; commissioned work for the film Kuthiraivaal and for Kaber Vasuki.

ThinkTac

Sep 2017 — Jan 2019 · Bengaluru, India

Game Designer / Project Lead — educational games; ran a student programme of ~100 mini-games

◇ SELECTED PROJECT

Medical Emergency Crowdfunding Platform

Ongoing
Solo build

Design, Architecture & Build

- ◇ Building end to end alone — getting verified emergency campaigns live quickly, with funds settling to hospitals rather than individuals: PostgreSQL schema and services covering application lifecycle, document verification, campaign management, payment processing and settlement workflows.
- ◇ Infrastructure defined in Terraform — RDS, EC2, S3 document storage and networking provisioned from code — with an automated deploy path that publishes a built binary to S3 and triggers a pull-and-rebuild on the server.

◇ EDUCATION

M.Sc. Multimedia

2015 — 2017

ICAT College of Design & Media

B.Sc. Design & Visual Communication

2012 — 2015

SRM IST, Chennai

◇ OUTSIDE WORK

Frontman, guitarist and songwriter for The Broadway Addicts; new-media artist with Television Dust.