

Sarmad Shah

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SUMMARY

Frontend-focused Full Stack Engineer with 8+ years shipping large-scale React, React Native, and TypeScript products. Architected SDUI frameworks, design systems, developer SDKs, and real-time platforms at Coinbase and Zomato — translating designs into pixel-perfect, polished UI with attention to micro-interactions and animation. Built **AI-powered developer tooling**, led frontend teams, and owned products used by millions, while maintaining rare full-stack depth with backend systems running at **300K RPS**, **99.999% SLO**, and **\$640K+ in infrastructure savings**.

EXPERIENCE

Coinbase

Jan 2022 – May 2026

Senior Software Engineer — Tech Lead

Gurgaon, India

Core Infrastructure — Reliability · Frontend Tech Lead (2023–2026)

- Built a **TypeScript SDK** adopted by **all Next.js applications at Coinbase** (including **coinbase.com** and Coinbase NFT) — wrapping the T0 config service behind a clean, type-safe developer API for config and secret access in the Next.js server runtime, keeping secrets off the client bundle, with a caching layer for fast SSR, exponential backoff, and **S3** failover
- Implemented **envelope encryption** in the SDK using **AWS KMS** — decrypting data keys via scoped, temporary **KMS grants** (least-privilege) and decrypting secrets locally with **AES-256-GCM**; secured secret delivery for Coinbase's entire Next.js frontend surface
- Built an **AI agent** for incident response using **LLM-powered** reasoning with **tool-calling** over observability data — autonomously pulling Datadog logs, inspecting deploys, detecting anomalous service-calling patterns, and checking AWS/UI health, with structured outputs driving real diagnostic actions and cutting diagnosis from **15 mins → 2 mins**; also built a **test automation CLI** orchestrating e2e execution end-to-end
- Built the frontend for Coinbase's developer **Bounty platform** (with the Talent team) — a program where engineers solve posted coding bounties to earn interviews — integrating **Coinbase Wallet** for participant authentication and identity; drove **10,000+ submissions**
- Built the **Scale-In load testing dashboard** from scratch — real-time traffic charts and live pod metrics via **WebSockets**, role-based access control driven by **LDAP and Git permissions**; gave engineers full visibility into production pod behaviour during stress tests for the first time
- Acted as **Frontend Tech Lead** across Core Infra Reliability (India + US) — conducted code reviews, mentored engineers on FE best practices, and established frontend architecture patterns org-wide; migrated to an **NX-based local-dependency architecture**, reducing per-change PRs from **4 → 1** for ~30 engineer touchpoints/month
- Led the company-wide **Scale-In program** end-to-end — designed backend orchestration provisioning ephemeral K8s pipelines via **Temporal workflows** and a **pod-cloning strategy** to safely stress-test production pods; onboarded **300+ services**, increasing **avg CPU utilization from 30% → 50%**, saving **\$300K annually**
- **Full-stack infrastructure range** — served as **DRI** for the T0 config service at **99.999% SLO** and **300K RPS** (scaling from **3,000 → 16,000** dependent services); led a zero-downtime **Lambda → Kubernetes** migration with an **AWS IAM → SPIFFE/SPIRE** auth transition (**\$40K/month** saved); a **Redis → Valkey** migration (**3× throughput, 70% latency reduction**); and migrated **2,300 production secrets** across AWS accounts via a redesigned **AWS KMS** flow with zero downtime

International Team — Frontend (2022–2023)

- Architected and shipped a **Server-Driven UI (SDUI) framework** across web and React Native — replaced **100% of static app pages** with backend-configurable UI supporting the full Coinbase Design System, stateful components, and dynamic actions across platforms; translated designs into pixel-perfect components, and eliminated frontend deployments entirely, enabling instant UI updates without app store releases
- Built end-to-end onboarding and **KYC flows** for **Coinbase's launch in India and Japan** — identified and eliminated key drop-off points across the funnel, driving measurable improvements in onboarding completion rates; tailored for country-specific regulatory compliance across multiple markets
- Designed and built an interactive **Rewards flow** including a **spin-wheel** experience — crafted fluid **micro-interactions and animations** (gesture-driven motion, easing, haptic feedback) for a polished, delightful UX that drove user engagement

Zomato

Aug 2020 – Jan 2022

Software Development Engineer II

New Delhi, India

- Led a team of 4 to architect and ship **Zomato's entire customer support platform from scratch** — replaced a legacy Firebase-based stack, enabling a single agent to handle **5x more parallel queries**, reducing overall operational costs by **50%**, and processing **10,000+ tickets daily**
- Built the **real-time Agent Dashboard** as the operational core of the platform — managed **200+ simultaneous WebSocket connections** with complex state synchronization and zero lag; powered by the Zomato Chat SDK underneath
- Designed and shipped the **Zomato Chat SDK** (MQTT-based) as the real-time backbone of the support platform — adopted across Zomato products and by **Blinkit** post-acquisition; included an integrated **chatbot** for automated customer support flows
- **Pioneered TypeScript adoption** at Zomato — introduced TS across the frontend codebase (previously vanilla JS), established component standards and design system patterns adopted org-wide; also built **dynamic WebView pages** rendered inside the Zomato mobile app for urgent in-app banners and flows

Crownstack

May 2019 – Jan 2020

Frontend Lead

New Delhi, India

- Led frontend development of **Velostics** — built the driver mobile app (real-time location tracking, offline-first support, multi-stop routing) and the web platform (RBAC permissions, complex dependent forms, live driver tracking) end-to-end

Miracle Studios

Sep 2018 – Mar 2019

React Native Engineer

Chandigarh, India

- **Sole React Native engineer** in the org — built **Jerry**, a SaaS mobile product, from scratch; successfully sold to multiple clients

TECHNICAL SKILLS

Frontend: React, React Native, Next.js, TypeScript, Relay, TanStack Query, Zustand, Tailwind CSS, HTML, CSS, Webpack, Vite

Design & UX: Design Systems, Pixel-Perfect UI, Micro-interactions, Animations, Framer Motion, Reanimated, Accessibility

Crypto & Integrations: Coinbase Wallet integration, wallet-based authentication, crypto/fintech UI, blockchain data display

Monorepo & Tooling: NX, Turborepo, pnpm, Git, Cypress, Playwright, Vitest

Backend & Infra: Go, Node.js, GraphQL, Kubernetes, AWS Lambda, AWS KMS, SPIFFE/SPIRE, Temporal, Redis, Valkey, DynamoDB

Observability & Cloud: Datadog, AWS, GCP, Prometheus

AI & Automation: Claude (Anthropic), Cursor, AI-powered CLI tooling, Custom LLM plugins/skills, Prompt engineering

Practices: Frontend System Design, Design Systems, Component Architecture, TDD, Agile, On-call & Incident Management

EDUCATION

IUST

J&K, India

B.Tech in Computer Science

Aug 2018

OPEN SOURCE & EXTRACURRICULAR

Open Source: react-native-easy-content-loader — React Native skeleton content loader library

Extracurricular: Skiing (2× National competitor), Brazilian Jiu-Jitsu (Blue Belt), Swimming, Chess, Esports