

# Lakshay Dutt

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## EXPERIENCE

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### Founding Engineer

Dec 2023 – Present

*Keychain*

*Gurugram, Haryana*

- Built the platform from the ground up: Next.js / Tailwind frontend on AWS ECS, REST APIs built with Node.js, TypeScript, and Python, and PostgreSQL on RDS — shipping from zero to live contracts within the first few months.
- Designed and implemented SEO infrastructure that drove organic growth: SSR-rendered pages, dynamic sitemaps, structured data, and a lightweight crawler-optimised architecture built for both traditional search engines and LLM-based indexing.
- Architected the frontend data consumption layer across Algolia and Typesense — serving manufacturer, brand, product, and category data through a component-driven access model. Each component communicates its identity to the underlying search service, enabling session-level rate limiting rules scoped per component and per access frequency — preventing data misuse and scraping without degrading the user experience.
- Contributed to a **15–20% lift in top-of-funnel sign-ups** by shipping an AI Product Creator — allowing prospective users to visualise a new product concept (packaging, ingredients, marketing copy) from a single prompt, using DALL-E and Flux for image generation and LangFuse for intent classification against Keychain’s category taxonomy.
- Enabled a **10% reduction in customer acquisition cost (CAC)** by building the engineering infrastructure for targeted SEM campaigns.
- Established a test-driven, agentic development practice across all new feature work — writing failing test cases upfront to define and bound feature scope, then using AI agents to implement within those guardrails. This harness engineering approach keeps agent output predictable, auditable, and tightly aligned to product requirements.
- Conducted technical interviews on a consistent cadence as the engineering organisation scaled from 15 to **70+ engineers**.

### Senior Software Engineer

Feb 2022 – Dec 2023

*Razorpay*

*Bengaluru, Karnataka*

- Led the engineering effort for Razorpay’s expansion into Singapore and Malaysia: built geo-targeted landing pages, localised experiment variants, and a market-specific page architecture that served both regions without codebase fragmentation.
- Owned A/B experiments end-to-end on Razorpay’s internal experimentation platform — from hypothesis and instrumentation through to shipping the winning variant — contributing to a sustained **4–5% QoQ conversion improvement**.
- Drove the growth team’s migration to Razorpay’s internal design system (Blade), reducing per-feature UI build time and improving release consistency. Independently identified and resolved Blade bugs by validating against open GitHub issues and raising PRs directly — eliminating cross-team dependency bottlenecks.
- Introduced CI-level Lighthouse score enforcement into the deployment pipeline, ensuring all growth pages maintained defined performance thresholds across every release.
- Led technical design reviews (TRDs), owned issue triage, and coordinated cross-pod delivery for initiatives spanning multiple engineering teams.

### Software Development Engineer

Jul 2021 – Feb 2022

*OLX Group*

*Gurugram, Haryana*

- Built and maintained the field inspection application used by OLX agents during on-site vehicle evaluations — capturing structured condition data that fed directly into OLX’s automated car pricing engine.
- Refactored legacy frontend modules to improve component reusability, reduce rendering overhead, and increase test coverage across critical inspection workflows.

### Software Development Engineer

Jan 2019 – Jun 2021

*Nexgen IoT Solutions*

*Gurugram, Haryana*

- Owned the core ViewLift platform across the full client portfolio: media player, content detail pages, and the client-specific configuration layer that allowed a single shared codebase to power distinctly branded, regionally tuned streaming products for each operator.

- Built geo-aware payment routing that automatically selected the appropriate gateway per audience — Stripe for international users, Razorpay or local providers for Indian users — eliminating manual configuration per client and improving payment-step conversion.
- Designed and built a cross-platform multi-profile system as a serverless Node.js service on AWS Lambda — allowing OTT end-users to create, lock, and access personal profiles consistently across web, mobile, and TV surfaces, with session state managed independently per profile.
- Improved sign-up and activation rates across client deployments through onboarding flow optimisation and audience-specific experiment variants tailored to each market.

## TECHNICAL SKILLS

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**Languages:** TypeScript, JavaScript, Python, HTML5, CSS3 / SCSS / Tailwind

**Frontend:** React.js, Next.js (SSR / SSG / App Router), Redux, React Query, Webpack, Vite

**Backend & APIs:** Node.js, Express.js, REST APIs, AWS Lambda, Serverless Framework, Docker

**AI & LLM:** LangFuse, OpenAI API, Flux, prompt engineering, LLM-optimised content (AEO)

**Cloud & Infra:** AWS (ECS, Lambda, API Gateway, S3, CloudFront, RDS / PostgreSQL), Terraform, CI/CD, Redis

**Growth & Experimentation:** A/B testing, PostHog, SEO / SEM, Core Web Vitals / Lighthouse, conversion funnel optimisation, Algolia, Typesense

**Testing & TDD:** Jest, Vitest, React Testing Library, Playwright, test-driven development (TDD), harness engineering for agentic workflows

**Practices:** System design, technical design reviews, cross-functional delivery, technical hiring, Agile / Scrum

## EDUCATION

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**Maharishi Dayanand University**

*B.Tech in Computer Science and Engineering*

Haryana

2015 – 2019

## EDUCATION

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**Maharishi Dayanand University**

*B.Tech in Computer Science and Engineering*

Haryana

2015 – 2019