

SUMIT CHAVDA

Software Engineer | Next.js • MongoDB • Shopify Headless • Growth & Analytics Engineering

Mumbai, India • +91 98922 60330 • sumitchavda3003@gmail.com • linkedin.com/in/sumitchavda03 • github.com/smartysumit • sumitchavda.vercel.app

Full-stack engineer owning a production headless commerce platform end-to-end on **Next.js, MongoDB and Shopify APIs** — architecture, ERP and payment integrations, internal tooling, data pipelines and conversion experimentation. Published GAN research at **IEEE IGARSS 2025**; B.Tech CE (AI/ML), CGPI 9.6/10.

TECHNICAL SKILLS

Languages TypeScript, JavaScript (ES6+), Python, SQL, Liquid, C++

Frontend Next.js (App Router, SSR/ISR), React, React Native (Expo), Tailwind CSS, Core Web Vitals optimization

Backend & Data Node.js, Next.js API Routes, MongoDB, REST APIs, Webhooks, Auth flows, BigQuery, Python

Commerce Shopify Storefront & Admin APIs, Headless architecture, Metaobjects/Metafields, Razorpay, Ornaverse ERP

Analytics & Growth GA4, GTM, Google Ads conversion tracking, WebEngage, dataLayer design, Looker Studio, experimentation

Cloud & Tooling GCP (Cloud Functions, BigQuery), AWS, Vercel, Git/GitHub, Postman, Zoho CRM

PROFESSIONAL EXPERIENCE

Lucira Jewelry

Software Engineer

Mumbai, India

Sep 2025 – Present

- **Replatform ownership:** Sole engineer on the migration from a themed Shopify storefront to a **headless Next.js + Shopify Storefront API + MongoDB** architecture for a D2C lab-grown diamond brand with an omnichannel retail network, owning architecture, delivery, release, instrumentation and production support at ~**500K monthly sessions** across India.
- **Domain consolidation:** Migrated the full Savings Scheme product (auth, ERP-backed enrollment, recurring payments, receipts, My Account) from a standalone subdomain onto the primary domain, collapsing two codebases and hosting environments into one with full feature parity via a staged cutover.
- **ERP & recurring payments:** Shipped *Vault of Dreams*, a 9+1 month instalment savings product, end-to-end on Razorpay with Ornaverse ERP-backed enrollment, instalment tracking and receipt reconciliation; rebuilt the ERP integration twice through breaking upstream changes to request schema, headers and attributes, and fixed a defect where Shopify customers lacking an ERP record failed silently at payment.
- **Programmatic SEO platform:** Built a metaobject-driven system generating live Gold/Silver/Platinum rate landing pages across **N+** Indian cities — handle-based dynamic routing, a rate calculator, per-city content and jump-link navigation over a single shared rate-update path; preserved legacy Shopify URLs through the replatform to retain search equity, and automated per-city content generation and publishing via LLM connectors.
- **Internal tooling:** Built MongoDB-backed admin dashboards letting marketing and ops self-serve daily metal rates, scheme promotional offers, homepage and city content and campaign config — removing engineering from routine content changes.
- **Data pipeline & reporting:** Modeled and joined source tables in BigQuery and exposed the payload via a Python REST API to drive WebEngage notification triggers, validated from test environment to production; built page-level Looker Studio dashboards with trend lines and feature-level charts.
- **Analytics engineering:** Designed and maintain **50+** GA4/GTM dataLayer events across search, PDP, cart, checkout, payments, accounts and scheme funnels; debugged duplicate-fire and type-mismatch defects breaking WebEngage journeys; configured Google Ads conversion tracking across the checkout funnel and pass order-level UTMs so revenue attributes to campaign.
- **Conversion & performance:** Shipped and measured CRO changes — social-proof badges on PDP and checkout, above-the-fold offer placement, a paginated review redesign that cut scroll depth, and rage-click fixes on customize and promo controls; cut LCP **55%** (28.0s → 12.7s) via image optimization, code splitting and render-path work, with further optimization in progress.
- **Omnichannel & features:** Built a pincode journey resolving a shopper's nearest store and re-ranking ready-to-ship inventory by proximity, with leads routed from GCP into Zoho CRM; a ring-size estimation tool measuring against a reference card/coin, accuracy-validated across device screens; faceted PLP filtering (carat, material, shape, price band); and a self-serve return journey in My Account.

Leemis Innovations

Founder & Software Engineer

Mumbai, India

Jan 2024 – Present

- Run an independent consulting practice; designed, deployed and maintain **5+** production web and commerce platforms across jewelry, retail and construction, owning the full lifecycle from requirements to post-launch support, including a Next.js lead-generation site for Chamunda Constructions.
- **PrimeStyle (US jewelry brand)** — Leading redevelopment of a production Shopify storefront for the US market — theme architecture, custom development, advanced product customization, recommendation surfaces, analytics and performance — with international stakeholders.

RESEARCH & PROJECTS

SAR-to-Optical Image Translation using GANs

IEEE IGARSS 2025

Trained a GAN to translate Synthetic Aperture Radar imagery into optical satellite imagery, improving interpretability of weather-independent SAR data; co-authored paper presented and published at the IEEE Geoscience and Remote Sensing Symposium 2025, Brisbane.

Mobile (React Native / Expo) — Extending the commerce experience to mobile with Expo; built a full CRUD application on React Native fundamentals, navigation and native components.

EDUCATION & ADDITIONAL

K J Somaiya Institute of Technology — B.Tech, Computer Engineering (AI & ML) **CGPI: 9.6/10**

2021 – 2025

Leadership: Joint Treasurer, IET student chapter. **Courses:** AWS Academy Cloud Foundations, EC-Council Ethical Hacking Essentials (Coursera), Google Analytics, Power BI.