

Karthik Talam

Lead Frontend Engineer | Next.js Platform Architecture | AI-Augmented Engineering

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Professional Summary

Lead Frontend Engineer with **8+ years** building high-traffic web platforms—from startup MVPs to enterprise-grade B2B e-commerce serving multiple markets. Currently leading **~10 frontend engineers across two parallel tracks** on a TypeScript monorepo, where I drove a **20% page-load improvement**, scaled test coverage to **4,500+ tests**, and pioneered an **agentic AI workflow** that cut ticket closure time by **~35%** and reduced review-comment addressal by **75%**. Specialized in Next.js App Router architecture, enterprise authentication (Azure AD B2C, Entra ID), and platform migrations at monorepo scale.

Skills

Frontend	React 19, Next.js 15 (App Router, SSR/SSG/ISR), TypeScript, JavaScript (ES6+), Tailwind CSS
Architecture	Frontend Architecture, Monorepo (Turbo, pnpm), Design Systems, Core Web Vitals, Accessibility
Backend	Node.js, GraphQL, REST APIs, Fastify, Koa.js
Auth & Security	NextAuth v5, Azure AD B2C, Microsoft Entra ID
Testing	Jest, React Testing Library, Storybook, SonarCloud
DevOps & Infra	Docker, CI/CD, Git, GitHub, Azure DevOps, AWS (Lambda, S3), Datadog
AI & DX	AI-augmented workflows, Copilot agents, MCP servers, prompt engineering
Leadership	Technical Leadership, Cross-functional Collaboration, Architecture Decision Records, Mentoring

Professional Experience

Lead Experience Engineer

Nov 2024 – Present

Publicis Sapient

Confidential enterprise client — multi-market B2B e-commerce

Tech Stack: TypeScript, Next.js 15 (App Router), React 19, GraphQL, Tailwind CSS, TanStack Query, Jest, React Testing Library, Storybook 10, MJML

- Tech lead on a **multi-market B2B e-commerce platform** (TypeScript monorepo), **leading 2 frontend tracks (~10 engineers)** delivering features; own architecture decisions in partnership with solution architects and serve as default code reviewer across the repository.
- Established track ownership boundaries that enabled two parallel tracks to ship independently with zero cross-track regressions — cutting average PR-to-merge cycle time and eliminating integration bottlenecks.
- Led a **dedicated 3-engineer performance squad** that delivered **~20% faster page loads** on PLP, Home, and Search pages—improving **Core Web Vitals** (LCP, CLS, INP) with measurable gains across the wider application.
- Designed and rolled out the team’s **AI-augmented development workflow**—authored **4 custom Copilot agents**, **8 specialized skills**, and integrated **7 MCP servers** (Jira, Confluence, Figma, SonarQube) to create a repeatable agentic pipeline from Jira ticket to reviewed PR, cutting **ticket closure time by ~35%** and reducing **review-comment addressal by 75%**.
- Drove the **test-coverage initiative**, growing the suite to **438 test suites / 4,543 tests** and lifting component line coverage from **88% to 96%**; authored the project-wide testing playbook and enforced a **90%+ line coverage gate** in CI.
- Led the **React 19 / Next.js 15 upgrade** and **Yarn to pnpm migration** across the entire monorepo;

introduced **TanStack Query** for standardized client-side data fetching and migrated Storybook to **v10**.

- Architected an **SVG sprite icon system** replacing 250+ static React icon components—eliminated **~5.1 MB duplication** across 17+ chunks and achieved a **~77% reduction** in gzipped icon payload.
- Instrumented frontend observability and unified analytics tracking through a typed event schema; codified engineering standards for branching, security, accessibility, and performance adopted across the project.

Senior Frontend Engineer

Jan 2024 – Aug 2024

Nordek Technologies (Fintech — EU-regulated crypto payments)

Tech Stack: React, Next.js, Tailwind CSS, JavaScript, TypeScript, Go, PostgreSQL

- Stabilized **Norpay** post-launch—triated UX friction points and shipped targeted performance fixes that cut usability-related support tickets by **15%**.
- Architected and launched the **GQpay** application, directing a team of two UI engineers and one backend engineer; completed the project ahead of schedule, increasing market presence across the EU.
- Built the Web3 transaction layer using **Wagmi** and **Viem**, integrating EVM-compatible chains for crypto payments on GQpay and supporting multiple wallet providers.

Senior Product Developer

Aug 2021 – Dec 2023

Backstage Technologies (Creator economy startup)

Tech Stack: React, Node.js, Fastify, MongoDB, PostgreSQL, GraphQL, Tailwind CSS, TypeScript, JavaScript

- Led the redesign of the Backstage landing page using **Next.js**, integrating multiple mini-apps (blogs, feature videos, sign-up flows) into a unified experience.
- Designed and built creator tools web app that **doubled organic sign-ups**; platform supported a **4x scale spike** during paid acquisition campaigns.
- Led a team of 4 in designing paid membership flows, supporting **500+ active subscribers** within the first month.
- Designed and shipped in-app rewards system, increasing user engagement by **25%** and boosting retention rates by **15%**.
- Consolidated 3 microservices into a single streamlined service, leading to a **30% reduction in API call latency**.
- Instrumented production observability with **Datadog** (structured logging, latency alerting) and **Firebase Crashlytics** — reducing mean-time-to-detect for production incidents and improving overall app stability.

Senior Software Engineer

Aug 2020 – Jul 2021

Mindship Technologies (B2B marine services marketplace)

Project: Harbormoor

Tech Stack: React, Next.js, HTML5, CSS3, Material-UI, GraphQL, Apollo Client, SEO

- Led 3 engineers delivering boat listing enhancements and SEO optimizations, driving measurable gains in listing visibility and organic traffic.
- Redesigned the service enquiry flow, directly contributing to a **10% increase in sales**.
- Re-architected the community feature with optimized data fetching, cutting load times by **5x**.
- Overhauled service listing rendering with efficient data-loading strategies, improving load times by **50%**.

Project: Conduct

Tech Stack: React, Next.js, Ant Design, GraphQL, Apollo Client, SEO

- Shipped a full-suite **POSH compliance** platform in 4 months for organizations with **1000+ employees**—covering registration, complaint tracking, video-based learning, and interactive assessments.
- Built complaint management dashboards and learning module interfaces, improving employee engagement with compliance training.
- Designed admin tooling for company-wide POSH initiatives—course assignment, progress tracking,

and compliance reporting.

MERN Developer

Aug 2019 – Apr 2020

Latupos Technologies (Enterprise compliance SaaS)

Tech Stack: React, PHP, Jest, Cypress, Material-UI, HTML5, CSS3, TypeScript, JavaScript

- Contributed to migrating a legacy **PHP** codebase to **React**, modernizing the frontend architecture and improving overall accessibility.
- Customized Google Time Picker to match specific business requirements, boosting user satisfaction scores by **25%** within two months of launch.
- Improved UI/UX and accessibility practices across the platform, achieving a **25% uplift in Lighthouse accessibility scores**.
- Established a code quality pipeline enforcing standards across the team, reducing code review time by **20%**.

Full-Stack Developer

Jun 2017 – Jul 2019

Suraaga Technologies (EdTech / HR-tech)

Tech Stack: React, Koa.js, Node.js, PostgreSQL, JavaScript, AWS Lambda, S3, Docker, TensorFlow

- Built and optimized reusable React components and SPAs, improving application performance and user experience.
- Automated key scoring workflows using **TensorFlow** ML models; built a scalable transcription service on **AWS Lambda** and **S3**, reducing manual processing overhead.
- Designed REST APIs (Node.js, Koa.js) supporting microservices architecture to OpenAPI standards; containerized applications with **Docker** and streamlined CI/CD pipelines via **Jenkins**.

Education

B.Tech in Electronics and Communication Engineering

2017

Gayatri Vidya Parishad College of Engineering