

Prathiksh SP

Staff Software Engineer

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Staff Software Engineer with 8+ years of experience building high-performance mobile applications at scale. Leading cross-platform architecture, performance, and developer experience at Zepto, India's fastest-growing quick-commerce platform serving millions of daily users. Drove subscription feature achieving 70%+ order-level adoption and reduced ANR rates below Google's threshold, outperforming major competitors. Deep expertise in React Native, native Android (Kotlin) and iOS (Swift), performance optimization, and scalable frontend architecture.

TECHNICAL SKILLS

Mobile: React Native, Android (Kotlin), iOS (Swift), Cross-platform architecture, Performance optimization

Languages: TypeScript, JavaScript, Python, Kotlin, Swift, C#, C++

Web & Backend: React, Node.js, Django

Architecture: Modularization, State management, Design systems, Component libraries, State machines

Infrastructure & Tooling: AWS (S3, Lambda, EC2, RDS), Firebase, Grafana, Clickhouse, Git, CI/CD, BrowserStack

EXPERIENCE

Staff Software Engineer — Zepto

Mar 2025 – Present

Promoted in 15 months. Leading platform-wide architecture, performance, and cross-team initiatives for a consumer app serving millions of users.

Subscription Feature (Daily Pass)

- Led end-to-end frontend solutioning across multiple cross-functional teams (Cart, Product, Checkout, Payments) — designed pricing system, modularization, and checkout integration
- Achieved >70% adoption at order level**, generating ~₹1.5 RPO with sustainable unit economics (OPD:GPPO ratio ~2)

Performance Mode Framework

- Built device telemetry module tracking CPU, RAM, network, and battery across devices/OS/manufacturers to set performance mode thresholds
- Designed and shipped performance mode across iOS and Android; **1% uplift in Home → Order conversion** for users with suboptimal conditions

Silent Push Notification Framework

- Architected background OTA update delivery system — urgent patches within **10 minutes to entire userbase at 95%+ accuracy**

ANR Rate Reduction

- Resolved **10,000+ ANRs** from app launch via Kotlin coroutines and structured concurrency; reduced rate from 0.47% to **0.11%** — outperforming Blinkit, Instamart, and BigBasket

Technical Leadership

- #1 Code Reviewer in the entire codebase (500+ PRs reviewed)** across 30+ engineers; shipped 60+ PRs across RN, Kotlin, iOS, and tooling
- Reviewed and published 30+ technical design documents across all consumer app pods
- Fixed deeplink security vulnerability allowing attackers to run custom domains in app webview
- Built snapshot testing, app size monitoring, automated lint rules, internal wiki, and knowledge-sharing program

Senior Software Engineer — Zepto

Dec 2023 – Mar 2025

Owned end-to-end delivery of high-impact features across Homepage, PDP, and Cart. Established engineering patterns adopted org-wide.

- Led **Checkout Rewrite** — Cart → Order conversion +0.5%, cart page load 15% faster, payment page load 22% faster
- Drove **PDP Revamp** across multiple stakeholder teams — won company **Spotlight Award**; YMAL CTR up 22%, Impression → ATC up 166%
- Architected **Cart Redesign** foundation — Cart → Payment conversion +0.37% (non-pass users), “Add more” ATCs up 14.4%, returns down 2%
- Introduced code modularization pattern later adopted as org-wide standard across multiple modules
- Defined scalable state management standards (slicing, shallow comparisons) — adopted codebase-wide
- Shipped Ratings & Reviews (166% ATC uplift), super-saver cards (3% HP → Order uplift), homepage nudges (27% penetration, 130% FTB boost)
- Mentored 7+ engineers; conducted 19 R2 interviews, contributing 5 hires

Tech Lead — *Treebo Hotels*

Jul 2023 – Dec 2023

- Launched **Treebo Loyalty rewards** program on the consumer app and website, driving repeat bookings
- Executed multiple billing and invoicing features for Treebo's B2B Hotel Superhero suite
- Led complete architectural revamp of Prowl hotel auditing app used by Ops and Sales teams
- Scaled Prowl's backend to support a larger breadth of hotel auditing needs across properties
- Managed SDE performance reviews alongside feature delivery; mentored and hired React Native developers

Senior Mobile Application Developer — *Treebo Hotels*

Jan 2022 – Jun 2023

- Orchestrated complete **React Native upgrade (0.61.5 → 0.67.2)** including major SDK updates and breaking change resolution across the app
- Led UI revamps of Search and Hotel Listing screens before peak travel season — delivered on time
- Resolved critical performance issues: slow startup, slow renders, and silent crashes
- Integrated native Android and iOS modules where required — OTP listeners, analytics, deep linking
- Set up analytics and telemetry systems for performance marketing campaigns
- Mentored junior developers transitioning from web to mobile development; involved in interviewing and hiring interns and SDEs
- Worked closely with performance marketing teams, setting up the right analytics and telemetry for successful app campaigns

Full Stack Developer — *Press9 Solutions*

Sep 2020 – Jan 2022

- Architected and developed flagship **offline-first mobile application** with complex UI features: checklist completion, geofencing, and facial recognition
- Designed and developed shift-cum-attendance management system and inventory management system with approval pipelines
- Integrated and monitored AWS applications — S3, Rekognition, Lambda, EC2, RDS
- Built a customer-service WhatsApp bot for automated support workflows
- Built complex UI features like checklist completion workflows with offline sync and conflict resolution

Software Developer — *Siemens Technology*

Jul 2017 – Nov 2020

- Worked on Startdrive module of the **Siemens TIA Portal Suite** (industrial automation platform)
- **Reduced update distribution costs by 50%** using a custom compression algorithm to minimize application setup size
- Boosted developer productivity by building a multithreaded logger to eliminate debug build lag
- Built changeset-to-build mapping dashboard to overcome slow Visual Studio Azure access
- Increased product support productivity by building a file integrity checker
- Resolved critical bugs and PRs, contributing to overall product quality improvements

EDUCATION

B.E. in Electronics and Communication

2013 – 2017

BMS Institute of Technology and Management, Bengaluru | GPA: 8.2