

Srinivas Aluri

Staff Software Engineer | Technical Architect

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PROFESSIONAL SUMMARY

Hands-on Staff Software Engineer and Technical Architect with 14+ years designing and personally building multi-tenant SaaS platforms for retail and commerce. Own architecture and write production code for a 12-module commerce platform serving 40+ enterprise and mid-market retailers plus an enterprise third-party logistics (3PL) partner, processing 416M+ delivery predictions, 60M+ orders, and 680M+ tracking events per year. Design and build event-driven microservices, distributed systems, and AI/ML-integrated applications on AWS — from architecture and frameworks through production code, deployment, and monitoring. Lead 15-engineer teams through Agile delivery while staying hands-on in the codebase as an individual contributor and technical authority.

TECHNICAL SKILLS

Architecture & Design: Domain-Driven Design, Event-Driven Architecture, Microservices, CQRS, Saga Pattern, Multi-Tenant SaaS Architecture, API-First Design, Cache-Aside, Distributed Systems, Design Patterns

Languages & Frameworks: Java (JDK 7–21), Spring Boot 3.x/4.0, Spring AI, Python, REST, GraphQL, gRPC, Webhook APIs, Apache Maven

Messaging & Streaming: Apache Kafka, Apache Flink, Apache Spark

AWS & Cloud-Native: Lambda, EventBridge, SQS, SNS, API Gateway, ALB/NLB, S3, Glue, Athena, QuickSight, DynamoDB, RDS, CloudWatch, Docker, Kubernetes (EKS, ECS)

Databases & Data Engineering: PostgreSQL, MySQL, MongoDB, DynamoDB, Elasticsearch, Redis, Distributed Transactions, Two-Phase Commit (2PC), ACID Compliance, S3 Data Lake Design, ETL Pipeline Design, Canonical Data Modeling, Idempotency Pattern Design

Observability & Monitoring: OpenTelemetry, Micrometer, Spring Boot Actuator, Grafana, Prometheus, CloudWatch Metrics & Alarms, ELK Logging, Distributed Tracing, Structured Logging, APM

Generative & Agentic AI: RAG, Vector Databases, Embeddings, Agentic AI, Multi-Agent Systems, LLM Orchestration, Tool/Function Calling, Prompt Engineering, Spring AI, OpenAI, Ollama, Anthropic Claude, MCP, n8n, Zapier

Frontend & Full-Stack: JavaScript, TypeScript, Node.js, Angular, React, HTML5, CSS3

DevOps & Tools: Jenkins CI/CD, Git, GitHub, GitLab, Bitbucket, AWS CodeCommit, Jira, AWS IAM, Secrets Manager

eCommerce Integrations: Shopify Plus, BigCommerce, Magento, Shopify App Store

Security & Compliance: RBAC, OAuth2, OIDC, SSO, API Security, GDPR/CCPA, Inter-Service Authentication, Subscription-Tier Authorization

Resilience & Reliability: Resilience4j, Hystrix, Circuit Breakers, Retry/Backoff Patterns, Fault Tolerance

Testing: JUnit, Mockito

Product & Delivery: Requirement Gathering, Market/Competitive Analysis, PRD/TRD Authoring, Prototyping & POC Development, Production Validation & QA, KPI-Driven Delivery, Customer Onboarding & Sales Enablement

Leadership: Agile/Scrum, Team Leadership (15+ engineers), Architecture Governance, Mentorship, Sev-1 Incident Response, Root Cause Analysis

PROFESSIONAL EXPERIENCE

Fenix Commerce Inc. — San Jose, CA

Oct 2022 – Present

Staff Software Engineer / Technical Architect

Own architecture and write production code for a 12-module SaaS commerce platform, building core engines end-to-end from requirements through production while leading a 15-engineer team.

- Delivery Prediction Engine (EDD):** Designed and personally built the prediction engine — carrier data contracts, caching, and SLA design — scaling to 416M+ requests/year at sub-150ms P99 latency.
- Shopify Public App:** Built and published Fenix's app on the Shopify App Store, the primary install channel for the retailer base.
- Order & Fulfillment Pipeline:** Rebuilt inbound pipeline (Shopify Webhooks, REST/GraphQL, CSV mapping) from synchronous to event-driven Kafka processing, eliminating data loss across 60M+ orders and 58M+ fulfillments.
- Carrier Tracking Engine:** Built a Kafka/Flink event-processing system normalizing 680M+ tracking events/year across 10+ carrier networks into a unified schema.

- Tracking Platform: Designed and built a branded post-purchase tracking experience (67M+ page views, 40 retailers) with an AI/ML sentiment feedback loop, cutting negative feedback 80% and improving EDD accuracy to 80-90%.
- Notifications Platform: Built an ESP-agnostic fanout architecture (35M+ notifications/year) with proactive delay alerts, reducing WISMO support calls 95%.
- 3PL Integration: Onboarded an enterprise third-party logistics (3PL) partner covering 100+ retailer stores; built a webhook-based change-detection mechanism and proactive stalled-shipment alerting to cut WISMO calls and manual tracking effort.
- Carrier Rate Shopping: Architected and built a pluggable, rules-based redesign of the rate-comparison engine; led implementation processing 1.9M+ orders and 10M+ carrier API calls in 6 months.
- Analytics Platform: Built a pipeline (Elasticsearch → S3 → Glue → Athena → QuickSight) at billions-of-records scale; grew it into a standalone analytics product.
- Insights & Outbound Data: Built summary, detail, and export APIs publishing usage and performance insights directly to retailer accounts via the business console.
- Returns Platform: Took Returns (RMA, labels, refunds) from concept to production in 2 months, unlocking a 4-year-pursued enterprise account; 94K+ returns processed.
- Security & Compliance: Built inter-service authentication, subscription-tier authorization, and GDPR/CCPA-aligned PII controls across all 12 modules.
- AI-Powered Product Copilots: Built RAG-based Spring AI assistants embedded in Fenix's product for package tracking and configuration guidance; architecting agentic onboarding and root-cause-analysis copilots with Jira integration.
- Internal AI Platform R&D: Provided architecture guidance and hands-on mentorship for the company's internal RAG-based support tooling (Anthropic Claude, Ollama), including R&D into tokenization and vector database mechanics.
- Cross-Functional Enablement: Delivered technical enablement to 20+ stakeholders across Engineering, CS, Support, and Sales; supported enterprise sales calls and customer onboarding.
- Team Leadership: Lead a 15-engineer team spanning Frontend (Angular/React), Backend, UI/UX, and ML/AI disciplines through Agile delivery, architecture governance, and Sev-1 incident response; run knowledge-sharing sessions to reduce single-point dependency.

Kdots Digital Pvt Ltd — Hyderabad, India

Oct 2018 – Sep 2022

Head of Engineering / Technical Architect

- Founding Architecture: Built Fenix Commerce's original architecture as the founding engineer, before a development team existed, scaling the platform from 1 to 40+ retailers.
- Core Systems: Built the original EDD prediction architecture, tracking data layer, and AWS ingestion pipelines from scratch; established the carrier integration framework.
- Team Build-Out: Built and led the founding 15-member engineering team; established hiring, on-call, and engineering standards still in use today.

OSI Digital — Hyderabad, India

Jul 2015 – Sep 2018

Principal Software Engineer, Enterprise Architecture Team

- Defined reference architectures and engineering standards adopted across client delivery teams; built reusable REST frameworks with a 5-engineer team.

OHUM Healthcare Solutions Pvt Ltd — Pune, India

May 2012 – Feb 2015

Senior Technical Consultant

- Designed and built RESTful integration services for healthcare data exchange and patient records; promoted to Senior Technical Consultant.

EDUCATION

Master of Computer Applications (MCA), Osmania University, 2011