

Vivek Gupta

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Summary

Engineering leader with 18 years scaling consumer platforms at high-growth companies. Currently lead 50+ engineers and 4 EMs at Licious across app, web, and 25+ backend services driving ₹2 Cr+ in monthly incremental revenue. Previously built engineering orgs at Thena.ai, Unacademy, and Flipkart; founding engineer at Perk through its IPO and acquisition by Nexxen (LSE NEXN).

Experience

Director of Engineering, Licious – Bangalore, IN June 2025 – present

- Lead the consumer engineering charter with 50+ engineers and 4 EMs across App, Web, and 25+ backend services spanning Growth, Discovery, and Transactions domains
- Designed and executed consumer org structure into 4 pods with defined charters, ownership boundaries, and Engineering Manager career tracks
- Drive quarterly OKR planning and Ways of Working frameworks (sprint rituals, JIRA configuration, planning cadences) across 4 pods in partnership with engineering and product leadership
- Closed engineering leadership hires across SDE3+, EM, and DevOps tracks; built standardized question banks with tech and talent teams and drove hiring process improvements
- Shipped Previously Bought experience driving ₹27L incremental monthly revenue, contributing 21% of repeat-user revenue
- Led Excess Inventory (LDIM v2) rollout, delivering 19% revenue increase, ₹23L incremental, total ₹1 Cr monthly impact, with 28.5K packets/month wastage reduction
- Drove search platform improvements (Autosuggest, Vernacular search, Learning-to-Rank) delivering ₹94.8L combined monthly GMV impact
- Championed architectural shifts including Homepage 2.0 (React Native migration with unified BFF layer), Cart service rewrite, and Pricing service rewrite for reliability; led Fish and Seafood 2.0, a radical reimagining of the category buying experience
- Drove infrastructure cost optimization across AWS and MongoDB through right-sizing, caching strategies, query and index optimization, and consolidation
- Introduced unified observability and incident management platforms, establishing alerting, on-call rotations, and escalation paths driving zero customer-facing downtime since Feb 2026

Head of Engineering, Thena.ai – Bangalore, IN Apr 2023 – Apr 2025

- Led engineering organization and drove technical strategy from early-stage through enterprise readiness
- Built production-grade AI systems leveraging OpenAI, Pinecone, and RAG pipelines for automated request classification, summarization, enrichment and contextual response generation
- Spearheaded compliance initiatives, successfully achieving SOC 2, GDPR, and HIPAA certifications, enabling Thena to serve enterprise clients and handle sensitive data
- Built and scaled engineering team from 2 to 29 engineers and established Agile processes to improve team velocity and product delivery
- Achieved 70% reduction in AWS infrastructure costs from \$16K to \$5K monthly through strategic optimization while maintaining system performance and reliability
- Reduced system response times by 50% through architectural optimizations and efficient resource management
- Architected cost-efficient observability platform using Vector, Quickwit, and Grafana, replacing Mezmo while maintaining monitoring capabilities
- Established incident management framework, engineering career ladder, performance review frameworks, and CI/CD practices, improving MTTR, system reliability, and release frequency

- Director of Engineering**, Unacademy – Bangalore, IN Oct 2022 – Mar 2023
- Led Test Experience, Educator Experience and In-house CRM teams as Director of Engineering
 - Led the launch of Compete game within Unacademy's app, driving user acquisition with 2M+ players and 100M+ sessions, expanding lead generation funnel
 - Spearheaded the development and implementation of Nimbus, an in-house CRM, achieving 100% migration from Leadsquared and saving INR 60M annually
 - Optimized Nimbus infrastructure through architectural improvements and performance enhancements, reducing operational costs by 45% and saving INR 12M annually
 - Drove exceptional user satisfaction for Nimbus platform, achieving a CSAT score of 7.6 against a quarterly target of 7.0 within first two months of 2023
 - Designed and delivered critical scholarship test feature under aggressive 3-week timeline, resulting in INR 20M monthly cost optimization
 - Architected and scaled quiz infrastructure to handle 350,000 concurrent test-takers, ensuring seamless performance during peak usage
 - Led strategic initiatives to increase practice test adoption, driving 250% growth from 6% to 21% within 4 months
- Senior Engineering Manager**, Unacademy – Bangalore, IN Oct 2020 – Sept 2022
- Established engineering processes (sprint planning, retrospectives, backlog grooming) and monitoring/alerting/on-call systems ensuring 99.9% platform availability
 - Designed scalable architectures meeting performance, security, and reliability requirements in collaboration with Engineering Managers
 - Mentored engineering talent through 1:1 coaching, performance reviews, and career development planning
 - Served as primary technical hiring manager for SDE through Lead positions, building and scaling high-performing engineering teams
- Engineering Manager**, Flipkart – Bangalore, IN Apr 2019 – Aug 2020
- Led Price Efficiency initiatives within Pricing & Promotions org as Engineering Manager
 - Led Price Orchestration and Spend Management initiatives resulting in annual cost optimization of INR 1.5B through algorithmic pricing and spend analytics
 - Collaborated on architecture and launch of Flipkart Quick, a grocery quick-commerce platform scaling to millions of orders across major Indian metros
 - Established technical direction through architecture reviews, HLD/LLD processes, on-call frameworks, and incident management, improving system reliability and MTTR
 - Built high-performing engineering teams through strategic hiring, technical interviews, structured 1:1 coaching, and career growth frameworks
- Engineering Manager**, Treebo – Bangalore, IN May 2018 – Feb 2019
- Engineering Manager at Treebo Hotels, an Indian budget hotel chain operating on a franchising model
 - Led agile delivery across multiple teams, designed scalable architectures meeting SLA requirements, and contributed hands-on full-stack development with established code quality standards
 - Built and scaled engineering teams through strategic hiring, technical assessment frameworks, and structured 1:1 mentoring
- Engineering Manager**, Instawork – Bangalore, IN Dec 2017 – Apr 2018
- Engineering Manager at Instawork, a marketplace connecting small businesses with hourly workers
 - Delivered full-stack features for the Jobseeker application, established code quality standards through reviews and architectural guidance, and drove team efficiency via agile practices and 1:1 mentoring

Co-founder, CTO, Coral.life Inc – Bangalore, IN

June 2016 – Nov 2017

- Co-founded Coral.life, a SaaS platform simplifying the hosting process for property hosts and managers; served as CTO
- Architected and independently developed full-stack MVP within 6 months, established CI/CD and cloud infrastructure, and built engineering team in India from the ground up
- Secured \$256,000 in angel investment

Senior Director of Engineering / Tech Lead / Senior Software Engineer, Perk Inc. – Bangalore, IN

July 2010 – Apr 2016

- Joined as founding engineer; architected and launched flagship web and mobile platforms (apps for earning Perk Points redeemable for digital gift cards and cash)
- Played pivotal role scaling organization from founding team to 200+ employees across 3 countries through to successful IPO; subsequently acquired by Nexxen (LSE NEXN)
- Led end-to-end product development for multiple core products, partnered with Product leadership on vision and strategy, and built engineering teams through strategic hiring and structured mentoring

Systems Engineer, Infosys Ltd. – India

June 2008 – June 2010

- Worked on Banking and Reinsurance projects for clients like RBS Citizens, XL Capital and Aon
- Technologies used VB.NET, C#, ASP.NET, MSSQL

Education

Jaypee University of Information Technology, BTech in Computer Science and Engineering – India

Aug 2004 – June 2008

Skills

Leadership & Org: Engineering org design, hiring at scale, performance management, technical strategy, executive communication, OKR planning, sprint rituals

Languages & Frameworks: Java, TypeScript, JavaScript, Python, Go, Spring Boot, NestJS, Fastify

Mobile & Frontend: React Native, React, Next.js

Data & Caching: MongoDB, PostgreSQL, MySQL, DynamoDB, Elasticsearch, Redis, ElastiCache

Streaming & Messaging: Kafka, Kinesis, SQS, SNS

AI & ML Infrastructure: OpenAI APIs, RAG pipelines, vector databases, LLM agent frameworks

Cloud & Infrastructure: AWS, Kubernetes, Terraform, CI/CD

Observability & Reliability: New Relic, OpenTelemetry, Vector, Grafana, k6, incident management, chaos engineering