

MOKSH JAIN

BACKEND SOFTWARE ENGINEER

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TECHNICAL SKILLS

- **Programming Languages and Frameworks** : Java, Spring Boot, Python, Golang
- **Tools & Technologies** : Kafka, Elastic Search, MSSQL, Aerospike, Sentry, Redis, Grafana, OpenTelemetry
- **Cloud Platforms & DevOps Tool** : Kubernetes, Docker, Cloudflare, GCP, AWS, Helm
- **Concepts** : Operating System, Cache Memory, API, Database, Concurrency, Parallel Processing, Cloud Deployment, MVC

PROFESSIONAL EXPERIENCE

MEDIA.NET

Senior Web Application Developer

Mumbai, India
January 2021-Present

- Engineered a scalable retargeting engine featuring frequency capping and click-limiters to prevent ad saturation; improved user variety and engagement, resulting in a **28% uplift in CTR** and a **45% boost in total conversions**.
- Architected a scalable creative asset engine to automate the generation of diverse ad content; developed multi-model generation strategies that enhanced ad variety and drove a significant **uplift in CTR and conversion rates**
- Streamlined multiple data pipeline projects into a unified repository, **reducing server costs by 60%** and maintenance overhead.
- Redesigned a monolithic application component into a microservice, **cutting response time by 33% (from 6ms to 4ms)** and significant enhancement of query per second (QPS) capacity.
- Designed and implemented a real-time event processing and targeting pipeline, **boosting conversion rates by 70%**; utilized Kafka for durable, ordered event streams and Aerospike for low-latency storage.
- Enhanced services by transitioning to a Dockerized environment, facilitating seamless deployment on Google Kubernetes Engine (GKE) in **Google Cloud Platform (GCP)**, leading to a **10% improvement in cost efficiency**.
- Enhanced monitoring and observability in legacy projects by integrating **OpenTelemetry tracing** and exporting important metrics via **Prometheus**, enabling swift issue detection and resolution for developers through heightened system visibility.
- Revamped an existing system into a **distributed multi-regional architecture**, bolstering scalability, fault tolerance, and performance across diverse geographical regions, while integrating **Vault** for secure credentials to enhance overall security.
- Enhanced the security of Kafka data pipelines by pioneering the implementation of **Kerberos ticket-based authentication** using keytabs, setting a new standard for secure data management.
- Engineered automated CI/CD test pipelines on Kubernetes, increasing test coverage from 25% to 70% and accelerating delivery speed by 30%.

EDUCATION

Bachelor of Engineering in COMPUTER SCIENCE

Mumbai, India 2020

Majoring in: Data Structures and Algorithms, Database Management Systems, Operating Systems, Web Development, Software Engineering Principles

PROJECTS

Url shortener + load balancer(Golang, MongoDB, Redis, Kafka, ElasticSearch, Logstash)

- Developed a URL shortener using Redis for caching and MongoDB for URL mapping, achieving efficient data retrieval and storage.
- Integrated Elasticsearch for advanced impression tracking and Kafka for real-time data processing.
- Built a session-aware load balancer in Go with health checks, improving request distribution.