



Hitesh Kumar

Senior Architect

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Proficiencies

LANGUAGES

JavaScript, TypeScript, JSX,
HTML5, CSS, Liquid, MDX

FRAMEWORKS & LIBRARIES

React, React Native, React
Native Web, Expo, NativeBase,
gluestack-ui

Remix, Astro, Gatsby, Qwik
Angular, NgRx, RxJS
Redux, Zustand, React Query
Radix UI, Tailwind CSS, Framer
Motion

Capacitor (Ionic), PWA
Konva, Highcharts
Shopify — Themes, Apps,
Hydrogen

BACKEND & INFRA

Node.js, Bun, Express.js, Hono,
GraphQL, MongoDB, Firebase,
Cloudflare, Vercel, Docker,
Fly.io

TESTING & TOOLS

Jest, Mocha, Jasmine, Karma,
Playwright, Puppeteer,

Summary

- Senior Architect — 12+ years of experience across marketplace (Myntra), B2B SaaS, and D2C, with founding-team roles.
- Build and lead engineering teams while staying hands-on — from hiring and mentoring to owning delivery and the engineering practices behind it.
- Seasoned in building products, frameworks, libraries, and developer tools of all scales.
- Work at the frontier of AI-assisted development and build the agent skills, commands, and tooling underneath.
- Teach and speak on UI engineering — from internal tech talks to public webinars.

Experience

Senior Architect • Tectonic

Jul 23 – May 26

Tectonic platformizes growth for D2C Shopify brands. As a founding engineer, I led UI across web and app — from the first in-house framework to the Shopify-native pivot.

- Established the foundation for UI engineering — design, standards, and patterns — and stayed in the code, shipping alongside the team.
- Architected and shipped the platform's first version solo — a schema-driven system of primitives that composed storefronts across web and a mobile app — validating the model and landing the first paying brands (The Label Life, Includ, Ohsogo).
- Helped grow the platform to \$1M ARR — lifting conversion 30–50% on nearly every storefront it onboarded.
- Drove store onboarding as the platform grew into a self-serve builder — shipping flagship storefronts hands-on for brands like Frido, Bombae, and Vaaree, among a dozen-plus D2C names.
- Extended the foundation to create mobile apps for each store — on Capacitor, reusing the web codebase — and authored the native integration plugins (Shopify Checkout Kit, Klaviyo) available on npm.
- Set the technical hiring bar — from take-home to live rounds — and mentored 10–20 interns and juniors, several to promotion.

Storybook, Vite, Webpack, npm, pnpm, Yarn, Git

LEADERSHIP

Hiring & interview design,
Coaching & performance management, Delivery ownership

Education

B.Tech Information

Technology

Swami Keshvanand Institute of Technology (SKIT)
2010–2014 · Jaipur, India

Social

-  github.com/hk-skit
-  linkedin.com/in/smellycode
-  stackoverflow.com/users/2879146

Spectrum

Spectrum was the pivot back into Shopify — Tectonic's growth platform for D2C brands, consolidating 30+ storefront apps into one system with experimentation, personalization, and playbooks. I led its UI and migrated existing stores onto it.

- Built Spectrum's Studio — a visual builder with A/B testing and personalization baked in, letting merchants tailor the storefront to different customer cohorts.
- Developed the Spectrum Shopify app — one install that wires the platform into a merchant's store, unlocking the theme and data everything else runs on.
- Improved GTmetrix grades from E–F to A–B — replacing third-party app bloat with Shopify-native Spectrum sections, blocks, and snippets rendered server-side.
- Introduced AI-assisted development across the team — Claude skills, commands, and hooks that encode and enforce Spectrum's theme and performance standards, so the team ships safely with AI.

Technical Lead · Virgio

Mar 22 – Jul 23

Virgio is a D2C fashion label. As a founding-team engineer, I led the UI engineering charter from day one for both app and web.

- Owned the architecture, technical direction, and quality bar — leading a team of 3–5 and driving delivery end to end.
- Built a universal frontend — one codebase across native and web, with ~80–90% of the code shared.
- Built the page service and rendering engine — screens rendered on the fly from a backend schema, shipping content, layout, and flows live with no app release.
- Launched in two months and crossed 100k+ installs, staying solid at scale — 99% crash-free rate with near-zero ANRs.
- Ensured the app stayed fast and fluid even on low-end devices, media-heavy screens and all — through performance optimizations across rendering, caching, and data fetching.
- Hired and grew the UI team — turning junior engineers into independent owners of end-to-end delivery.

Technical Lead • Myntra

Feb 19 – Mar 22

At Myntra, I joined the Vorta team as an SDE-2 and grew into a Technical Lead. I led the frontend for the Market Intelligence Platform (fka Vorta.ai) and re-engineered Spectrum — the internal React framework behind most of Myntra's in-house tools.

- Led frontend hiring and mentored engineers on the team.
- Drove engineering-wide talks on React, web development, and performance.
- Raised the frontend performance bar across Myntra's internal apps through Spectrum CLI.

Market Intelligence Platform

- Architected and built the frontend from scratch — shipped in a month with a two-engineer team.
- Built the server-driven UI — dashboards, charts, and competitor views all rendered from backend-supplied config, personalized per seller.
- Kept dashboards responsive at scale — dozens of Highcharts widgets over large per-seller datasets.

Spectrum

- Re-engineered the CLI — every generated app shipped 70–80% smaller with performance baked in (lazy loading, resource hinting, etc.), and version upgrades went from manual to automated.
- 30+ in-house tools ran on it — nearly every internal app at Myntra.

Web Developer • Greytip

Jan 17 – Jan 19

Greytip offers HR and payroll software through its greytHR suite. I revamped its Employee Self Service (ESS) portal — the employee-facing app for payslips, leave, and attendance — and built its Employee Onboarding module from scratch.

- Conducted internal Angular and TypeScript training sessions.
- Earned the Rising Star award.

Employee Self Service (ESS)

- Built a JSON-driven UI framework from scratch that became the portal's rendering backbone.
- Built the portal's UI kit — reusable components, services, and pipes — on an SCSS styling foundation.

- Introduced and implemented app-wide state management with NgRx/Redux.

Employee Onboarding

- Built a store-driven, multi-step wizard from scratch to collect new-hire data.
- Enhanced a JSON-Schema forms framework to render onboarding's metadata-driven reactive forms.

Front End Developer · Eventifier

Oct 16 – Jan 17

At Eventifier, I worked on a social-media aggregation platform — a real-time “livewall” that pulled, curated, and embedded user-generated content from Twitter, Facebook, Instagram, and Google+.

- Built the livewall UI, moderation controls, and embeddable widgets that surfaced real-time social content across sites.

Software Engineer · In Time Tec

Jul 14 – Oct 16

I contributed to building Cartos — a managed-print-solution (MPS) tool where fleet designers plot and visualize enterprise printer fleets.

- Architected and developed the entire frontend from scratch.
- Built the interactive HTML5 Canvas editor (Konva) on a MEAN-stack SPA — designers dropped printers onto floor plans to lay out and visualize enterprise fleets.
- Root-caused performance bottlenecks and kept the canvas responsive with the massive fleets of enterprises like HP and Xerox.
- Established the frontend's unit-testing foundation with Karma and Jasmine.
- Ran internal talks on JavaScript and AngularJS to level up the team.