

Harshit Dixit

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Frontend-focused SDE-2 with 5+ years building high-scale B2C platforms serving **10M+ users**, specializing in Core Web Vitals optimization, distributed systems, and scalable React/Next.js architectures.

EDUCATION

Indian Institute of Information Technology, Lucknow

B.Tech in Information Technology

India

Jun 2017 – May 2021

EXPERIENCE

ACKO Insurance

Software Engineer II — Frontend (Full-stack)

Bangalore, India

Nov 2024 – Jan 2026

- Architected and deployed **Safebuy**, a distributed insurance engine handling **50K+ policies/month** with **sub-200ms** policy issuance API response time — built with **React.js**, **Next.js**, **Node.js/Express**, **Redis**, containerized via **Docker** on **AWS**
- Led Savings Account Reward Program end-to-end across **React.js/Next.js** frontend (state managed with **Zustand**) and **Node.js/Express** microservices, adding **80K+ newly engaged users** and retaining **15%** more users over 30 days
- Built challan management interfaces in **React.js/Next.js** (styled with **Tailwind CSS**) integrating **12+ state RTO APIs**, each with **<300ms** median response, contributing **+5K installs/month**
- Designed event-driven re-engagement workflows on **Node.js** using **Redis-backed** async queues (**<5s** trigger latency), recovering **12–15%** of churned MAU per campaign cycle
- Extended **Strapi CMS (Node.js/Express core)** with custom controllers, cutting ops team's manual data turnaround from **2 days to under 10 minutes**

Bigbasket (TATA Enterprise)

Software Engineer I

Bangalore, India

Jul 2021 – Sep 2024

- Optimized **React.js** checkout flow across **5M+ monthly transactions** — reduced **LCP from 4.2s to 3.4s** and **TTI from 6s to 3.6s** via memoization, code-splitting, and deferred non-critical assets
- Designed and built the **React.js** frontend for a dynamic **Charges Engine**, rendering real-time conditional charges at checkout — weather-based surcharges, tobacco item fees, partial/full delivery fee waivers, and opt-in NGO donations — across **2M+ DAU**, contributing to a **Rs.180/order** AOV increase
- Scaled **bb Elevate** rewards interface to **1M+ active subscribers**, sustaining **<1.5s** page load at peak and driving 20% more repeat purchases
- Refactored service routing via AWS ALB and Nginx, dropping **p95 latency from 380ms to 300ms** under peak **10K req/min** without horizontal scaling
- Automated sitemap builds via cron, cutting regeneration time from **3 hours to 8 minutes** across **500K+ product URLs**, lifting crawl efficiency by 15%

PROJECTS

LifeBoard | *Next.js, TypeScript, Node.js, PostgreSQL*

2026

- Built a personal productivity web app to track habits, log expenses, and manage goals with streak visualization and category-level analytics

TECHNICAL SKILLS

Frontend: React.js, Next.js, TypeScript, JavaScript, Redux, Zustand, Core Web Vitals, SEO

Backend: Node.js, Express, REST APIs, PostgreSQL, Redis

Infra: AWS, Docker, Kubernetes, Akamai CDN, OpenTelemetry, Jenkins, CI/CD

TALKS & LEADERSHIP

Bennett University

Expert Speaker — GenAI in Practice: Industry Perspective

Online

Apr 2026

- Delivered an industry talk on real-world Generative AI system design, use-cases, and enterprise adoption patterns

LNMIIT

Speaker

Jaipur, India

Feb 2018

- Invited speaker representing IIIT Allahabad on engineering fundamentals and industry readiness