

# Amit Kriplani

Experienced Engineering Leader

**Engineering Vice President,**  
SEM @ Flipkart.  
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**Designing and implementing highly scale-able systems since 2007. Expert in leading teams into delivering excellent projects.**

## Technical Achievements

**Microservices (AWS Lambda)** The Rubicon system at Ace Turtle was a monolithic system. When I started working with the Rubicon team, I quickly realised the need to transition the system to microservices. Microservices are a bunch of completely decoupled services which run and scale independently. This is a perfect use case for a platform like Rubicon which has large modules and a high number of submodules.

**Data Stream (Learning Record Store)** The learning record store captures all activity of a student and gives trainers and insight into the way the student is acquiring knowledge. It clearly shows where a student has difficulty understanding etc. We capture about 10GB of data everyday in LRS and use Dynamodb and Bigquery to analyse this data.

**Payment Gateway Middleware (SOA)** Early in 2012, at Simplilearn, I realized the need of a middleware for payment gateways. Before the middleware, all payment gateways were directly integrated with applications. This made the entire system one big chunk of code. I designed a 100% Web Service Based payment gateway middleware and abstracted third party payment platforms from the application. This middleware is still used at Simplilearn for all payment gateway related integrations.

## Notable Projects

**Rubicon (Ace Turtle)** At Ace Turtle, I am working on the main product called Rubicon. Rubicon is an omni-channel platform that includes some large e-commerce related modules. Rubicon includes Catalogue management, Inventory/Pricing management, Warehouse management and Fulfilment modules. These modules are further divided into a large number of submodules. The application architecture is a perfect use case for microservices since there are many independent modules and integrations with a large number of third party platforms.

**www.simplilearn.com** The ecommerce enabled frontend at Simplilearn. Built in 2013 and revamped in 2015, this is the main website at Simplilearn. The entire application is designed and developed for very

## SKILLS

Agile, Scrum / XP, Software development, Environment management, Workflow automation, Software Architecture, Monolithic, SOA, Microservices, Database design, PHP, C++, Docker containers, Mysql, HTML5/CSS3, Mongoddb, couchdb, MapReduce, CMS, analytics, etc

## Other Details

**GitHub :**  
<https://github.com/amitkriplani>

**LinkedIn :**  
<https://www.linkedin.com/in/amitkriplani/>

## EDUCATION

**Zend Certified Engineer,**  
Bangalore, KA — *Zend Technologies*

2013  
Professional certification from Zend Technologies, the PHP company.

**IRMA, Anand, GJ —**  
*CMS&ED (Drop out)*

2006 - 2008  
Professional studies for PHC unit setup and operations.

high performance. The prime SLA for [www.simplilearn.com](http://www.simplilearn.com) is server response time of <100ms and page load time of less than 1 second.

**lms.simplilearn.com** The latest learning management system at Simplilearn was built in 2014 and revamped in Jan 2016. This time we used cutting edge technologies like CouchDb and websockets to provide an immersive user experience which syncs user data with the server in real time for a smooth online experience.

## EXPERIENCE

### **Flipkart, Bangalore — Sr. Engineering Manager**

June 2020 -

I am currently working with Flipkart as Sr. Engineering Manager. I manage a team of about **24 devs**. We are responsible for the maintenance and enhancement of the **payments backend for flipkart.com** shopping website. We enable APIs for UI for payment instruments like credit card, debit card, UPI etc along with complex EMI flows which users can use to make payments for their orders. All the **payment gateway integrations** are also managed by my team. My responsibilities mainly include preparing **top-down and bottoms-up backlogs**, **prioritising OKRs** and **tracking and delivering**. Apart from this, I also overlook the **maintenance and KTLO** related tasks for the payments stack.

### **Ace Turtle (August Purple), Bangalore — VP Engineering**

Aug 2015 - June 2020

I was working with Ace Turtle as Director of Engineering. There I was managing a technology team of about 50 developers. The Engineering and Architecture reported directly to me.

**Engineering team** : With this team, I was responsible for the management of development and delivery of new features. My functions included setting up project management workflows, guiding Project Managers and Tech Leads to manage their teams. Ensuring timely and quality delivery of new features., etc.

**Architecture team** : With the architecture team, I was responsible for the architecture of our core product Rubicon. Also, I implemented development workflow changes, new technologies and tools that provided a base for the engineering team to work on.

### **Simplilearn, Bangalore — Technical architect**

Aug 2012 - March 2017

At Simplilearn I was working as a technical architect. I was responsible for application architecture, database design and infrastructure of all applications at Simplilearn. I am also involved in research and implementation of all new technologies across all projects. I actively contribute to code in all active projects.

### **Bhavan's Ambuja Vidya Niketan, Junagadh, GJ — HSC**

2004 - 2006

CBSE Higher Secondary Certification with 68%

### **St. Joseph's School, Junagadh, GJ — SSC**

2004

Gujarat board, senior secondary certification with 72%

## **Grey Matters Enterprise, Kolkata — Tech lead**

June 2012 - Aug 2012

At Grey Matters I was selected to work closely with one of their clients involved in archiving millions of historical photographs. I was responsible for analysing requirements and application architecture. I led a team of 4 developers to successfully execute the project. I used Apache Lucene to index and search through >30GB of data. Other parts of the application included ecommerce platform for the cart, payment gateway integration and delivery using email, dropbox and google drive.

## **Cygnnet Infotech, Ahmedabad — Software Engineer**

March 2012 - June 2012

Cygnnet is a services company just like A1Brains. Since I was one of the few who had experience with Zend Framework, I was hired for a specific project which the client wanted to be done in Zend Framework. The project was then transferred to Grey Matters and I was extracted by the client from Cygnnet to continue working on the project.

## **A1Brains Infotech, Ahmedabad — Team lead**

Jan 2011 - Feb 2012

I joined A1Brains as a Jr. Programmer in spite of 3 years of experience because all my past experience was in freelancing. Then I quickly got promoted to various positions because of my performance. I joined as Jr. Programmer in Jan 2011, in March I was promoted to Sr. Engineer, in September same year I was promoted to Team lead. I was acclaimed by the CEO to be the most outstanding performer for the period I worked there. Initially I was responsible to execute projects led by other TLs and later on I was given responsibility to lead projects. I led multiple projects and helped other teams as well to solve issues they are facing.

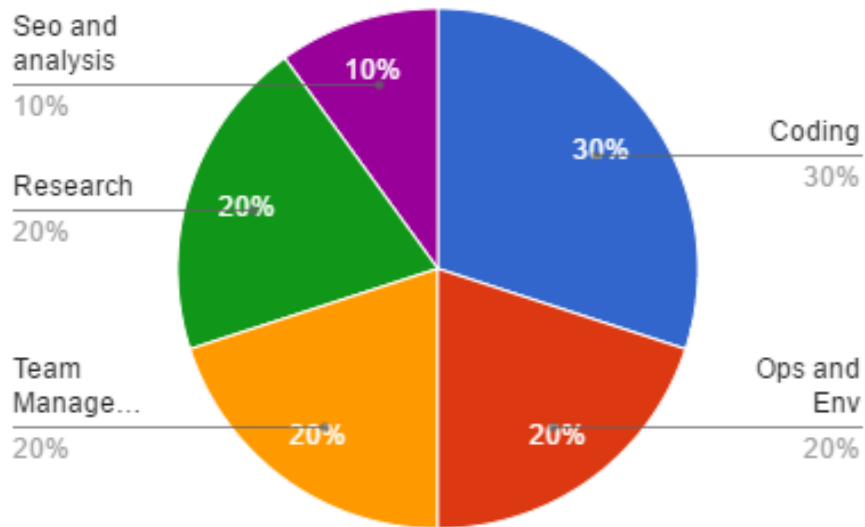
## **Freelance Web Application Dev, Mumbai, Ahmedabad**

Oct 2007 - Dec 2010

Before completing my diploma from IRMA, I started working in software with my friends in Mumbai. This is basically where I was educated, trained and started my career in software development. The internet in India was nascent and we got most of the projects from the US due to the contacts of a friend. After completing my diploma I continued my work in software development. During the 3 years I worked as a freelancer, I got vast experience in PHP and Perl programming and huge exposure dealing with clients from various parts of the world. I cherish this experience till date. In early 2010 I moved back with my parents to Ahmedabad and freelance work gradually decreased due to lost contact with friends.

### **OTHER INTERESTING STUFF**

## Workprofile



- I like working in startups because they have unique challenges which require innovative solutions.
- Me and a few friends created a unique e-commerce platform which I had to exit because of overall lack in marketing it as a product. Since then I pay attention to the application as a whole rather than just the technical part.
- I am fascinated by the way Digital marketing is replacing conventional marketing in such a short time. Newspapers, radio and the TV have been around for a long time but they could not capture the audience the way the internet does.
- I was born on 31 Dec, 1987 in Raipur, MP which is now the capital of Chhattisgarh.
- I got married on 22 Nov, 2015 to Archana Singh and we have a kid who was born on 10th Sept 2020.
- I play videogames when I am free and my favorite video game series is Far Cry.