

Ansh Sharma

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anshsharma.dev | Gurugram, India | Open to relocation | Requires visa sponsorship

PROFESSIONAL SUMMARY

Salesforce Certified B2C Commerce Architect with 8+ years building and scaling enterprise commerce platforms for global retail brands. Delivered across 66 Americas-based storefronts at Publicis Sapient - 33 brands across the US, Canada, Brazil, Mexico, Chile and Argentina - spanning the full lifecycle: architecture and custom framework design, payment gateway integration, performance and security hardening, code review governance, and post-launch production support. Deep specialisation in SFCC (SFRA, Business Manager, cartridges, job framework) backed by full-stack depth in Node.js, React, Next.js, React Native and Flutter. Independently ships and monetises production software outside of work - five live products with paying customers.

WORK EXPERIENCE

Publicis Sapient Jun 2023 - Present

Senior Associate L1 (Technology)

New York, US to India

- Designed and implemented custom SFCC frameworks in partnership with client architecture teams, improving site performance and scalability across 66 Americas-based storefronts.
- Led feature delivery for top-tier retail brands with a focus on payment gateway security hardening, contributing to a 30% increase in e-commerce sales.
- Owned code and design review governance; introduced automated testing and structured peer review, driving a 30% improvement in code quality.
- Ran client feedback loops and tailored solution proposals, resulting in a 100% increase in repeat business and 95% client satisfaction.
- Streamlined requirements gathering and specification workflows using Agile and CI practices, reducing development time by 25%.
- Provided post-rollout warranty support - production monitoring, proactive issue resolution, and reduced downtime across live storefronts.

Publicis Sapient Oct 2021 - Jun 2023

Senior Associate L1 (Technology)

Montreal, Canada

- Built, tested, documented, and deployed third-party payment integrations (PayPal, CyberSource), improving payment reliability by 20%.
- Conducted code and design reviews using automated tooling and platform best practices, reducing defects by 25%.
- Partnered on requirements gathering and produced architectural artefacts, streamlining development cycles and reducing errors by 50%.

Publicis Sapient Mar 2019 - Oct 2021

Associate L2 (Technology)

Gurgaon, India

- Resolved production defects and supported release cycles using JavaScript and SFCC developer tooling, ensuring stable deployments.
- Decomposed business requirements into estimated, deliverable stories using Next.js and React, improving scheduling accuracy and execution.

Publicis Sapient Jan 2018 - Mar 2019

Jr. Associate Technology (Contractor)

Gurgaon, India

- Supported 25+ brands by monitoring, triaging, and resolving production incidents using SFCC developer tooling and Docker, minimising downtime across live commerce instances.

Full Stack Developer

Noida, India

- Built an end-to-end MERN application aggregating and curating multi-source content feeds in React, improving content accessibility and user engagement.

PROJECTS

AniCue - anime & manga release tracker Live | paying subscribers

Tracks 106,000+ titles and notifies users the moment an episode or chapter drops. Idempotent notification retry queue with a dead-letter table, two-tier caching against third-party rate limits, and delivery over FCM push, Discord webhooks and a live .ics calendar feed.
React Native | Next.js | Supabase | Deno Edge Functions | RevenueCat

RookReader - ebook & audiobook reader Live | one-time Pro

Android reader for ebooks, audiobooks and web serials. Reflowable and fixed-layout rendering behind one engine seam, seven synced data types on a single generic object store, a vocabulary deck with SM-2 review, and a bring-your-own-key AI companion constrained to never read past the reader's current position.
Flutter | Dart | Riverpod | Drift | Supabase | Play Billing

RoastPit - AI debate arena Live

Four language models debate user-submitted topics over five rounds while the audience votes. Rounds are planned by a deterministic local orchestrator rather than an LLM director, drawing three moves per debate from a 19-move toolkit; a compactor keeps carried context bounded.
Next.js 16 | OpenRouter | Supabase | xAI TTS | Stripe

Afterly - product aftercare & ownership Live

Tracks warranties, EMI schedules, service reminders and resale value, importing purchases from Gmail behind a retailer whitelist and a sensitive-content filter that excludes financial and medical mail before any model sees it. Regex pre-filtering narrows each scan to a shortlist before extraction; Play Billing verified server-side.
React Native 0.83 | React 19 | Supabase | GPT-4o-mini | Play Billing

Timeloop - habits & reminders Live

Recurring reminder app with a startup health-check system that validates every scheduled reminder against the OS, repairs the schedules Android has silently dropped, and reports the count instead of fixing them invisibly.
React Native | Supabase | Native alarm scheduling

EDUCATION

Bachelor of Engineering, Information Science Ramaiah Institute of Technology

Aug 2012 - Jun 2016

Bengaluru, India

CERTIFICATIONS

Salesforce Certified B2C Commerce Architect (Arch-303)	Salesforce	2026
Salesforce Certified B2C Commerce Developer	Salesforce	
Salesforce Certified AI Associate	Salesforce	
Microservices Security Front End Learning Programs	Publicis Sapient	

SKILLS

Commerce Platform: Salesforce B2C Commerce (SFCC), SFRA, Cartridge development, Business Manager, Job framework, OCAPI/SCAPI, Site performance tuning
Integrations & Payments: PayPal, CyberSource, Stripe, RevenueCat, Google Play Billing, Payment gateway security, Third-party API integration
Languages & Frameworks: JavaScript, Node.js, React, Next.js, React Native, Flutter/Dart, Express, HTML/CSS/SASS
AI: Multi-provider LLM integration and orchestration, Claude, GPT, Gemini, Grok, Llama, DeepSeek, Qwen
Data & Infrastructure: PostgreSQL, MySQL, Supabase, Docker, CI/CD, PWA delivery, Push & webhook pipelines
Practice: Solution architecture, Design patterns, Code review governance, Automated testing, Agile delivery, Client-facing consulting