

# Harsh Singh

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## PROFESSIONAL SUMMARY

Full Stack Engineer with **5+** years of experience at Criteo building scalable ad-tech platforms using Angular, NestJS, and AWS. Delivered systems improving campaign performance by **37% MoM** and achieving **3x budget pacing**. Strong in end-to-end ownership, distributed systems, and production deployments.

## TECHNICAL SKILLS

**Languages & Frameworks:** Node.js, NestJS, TypeScript, JavaScript (Angular, React, Next.js), HTML5, CSS3

**Infrastructure & Tools:** AWS (EKS, Route53, ACM), Docker, Kubernetes, Helm, CI/CD, Prometheus, Git

**Databases:** MariaDB, MySQL

**Automation & AI:** n8n, LangChain, AI-assisted coding (Copilot, Cursor, Claude), OpenAI API

## EXPERIENCE

- Criteo** Apr 2025 – Present  
*Fullstack Engineer-2* Gurgaon, India
- Led development of a client-facing campaign management platform, architecting UI workflows for advertisers to dynamically configure projects and trigger automated budget optimization.
  - Engineered a scalable frontend configuration system using **Angular and TypeScript** to securely manage complex advertiser states and multi-project campaign navigation.
  - Spearheaded infrastructure ownership for self-hosting the **n8n** platform on **AWS**; managed EKS cluster creation, Kubernetes configurations, and DNS/ACM certificate provisioning.
  - Developed an event-driven notification interface and reporting workflows using **NestJS** and **NodeMailer** to dispatch automated stakeholder alerts and execution logs.
  - Technical lead for the Agentic Factory initiative, enabling teams to build AI agents using **Dust, Glean, and n8n**; led migration from **v1** to **v2** on Kubernetes via Helm.
  - Drove a **37%** MoM improvement in campaign performance and **3x** better budget pacing through highly optimized UI-driven scheduler orchestration and platform automation.

- Criteo** Jan 2023 – Apr 2025  
*Fullstack Engineer-1* Gurgaon, India
- Developed and scaled **Retail Media JS (RMJS)**, a frontend integration platform enabling dynamic, high-performance ad placements across **100+** production sites for **5+** major clients.
  - Built custom developer tooling including a Gerrit-Slack monitoring system using **Node.js and TypeScript** to systematically track repository changes and automate PR notifications.
  - Enhanced the *MyWeekly* reporting platform with resilient APIs and optimized frontend workflows utilizing **Angular and NestJS** for **50+** concurrent internal teams.

- Accenture** Aug 2021 – Jan 2023  
*Application Development Analyst* Hyderabad, India
- Contributed to **Intel Web Order Management (WOM)**, building responsive B2B e-commerce UI features utilizing **Angular** and **SAP Hybris**.
  - Achieved a **100%** Google Lighthouse score (from **30%**) by optimizing frontend accessibility and implementing advanced **Kendo Grids** for complex data visualization.
  - Resolved **300+** UI and functional defects, accounting for **12%** of total project issue volume while strictly maintaining enterprise code quality standards.

## PROJECTS

- YT Ideas App** Jan 2024 – Mar 2024  
*React, Next.js, OpenAI API* Remote
- Architected a **React** and **Next.js** based content-generation platform utilizing the ChatGPT API, facilitating dynamic idea generation for diverse creator niches and channels.
  - Managed full-stack state and AI workflow integrations, driving rapid community adoption with over **2,000+** active users demonstrating utility in the first month.

## EDUCATION

**Shri Shankaracharya Group of Institutions** Bhilai, India  
*B.Tech in Computer Science and Engineering (GPA: 8.97/10)* Jun 2021