

# ASHEESH KUMAR SAHU

Lead Engineer · Mobile & Web · Engineering Leadership

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## PROFESSIONAL SUMMARY

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Engineering leader with 10+ years building and scaling consumer mobile and web products. Took the Flash app from zero to **1M+ downloads and 4M+ MAU** in two years, including its launch into the US market, owning Flutter mobile architecture, the Next.js web platform, and the cross-platform consistency between them. Deep expertise in hybrid WebView and native channel integrations, OTA delivery, Core Web Vitals optimization, and production observability, with a track record of building and mentoring cross-functional teams across fintech and consumer product contexts.

## CORE SKILLS

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**Languages & Frameworks:** Flutter, Dart, React Native, ReactJS, Next.js, Node.js, TypeScript, JavaScript, Swift (native iOS interop)

**Mobile Architecture & Tooling:** GetX state management, modular architecture, custom image-caching layer, Widgetbook component library, hybrid WebView / JS bridge / native channels

**Release & Reliability:** Shorebird OTA updates, Git-hash crash attribution, Firebase Crashlytics, Firebase App Distribution, Last9 observability, CI/CD pipelines

**Web Performance:** Core Web Vitals (INP / LCP / FCP) optimization, SSR/ISR with Next.js, bundle/chunk strategy, CDN and edge caching

**Backend & Data:** Node.js, MongoDB, REST APIs, offline-first sync, payments microservices

**Cloud & Infrastructure:** AWS (ECS, Amplify, S3), Cloudflare, Firebase, Vercel

**Analytics & Experimentation:** Mixpanel, MoEngage, PostHog, WebEngage, Google Analytics, Firebase A/B Testing

**Leadership:** Team building & mentoring, engineering strategy, delivery management, UX & design thinking, cross-functional collaboration

## PROFESSIONAL EXPERIENCE

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### Lead Engineer · Web & Mobile · Flashmonk Pvt. Ltd.

Jul 2022 – Present

- Sole architect of the Flash mobile app (Flutter) and Next.js web platform, scaling to **1M+ downloads and 4M+ MAU** within two years and driving its launch into the US market; owned state management (GetX), modular architecture, and a Shorebird-based OTA pipeline enabling same-day hotfixes without store review.
- Designed a custom Flutter image-caching layer (offline DB + TTL) after off-the-shelf libraries fell short for an image-heavy shopping product, significantly improving image load performance on low-end Android devices and flaky networks.
- Engineered hybrid WebView performance: pre-warmed WebView instances at app launch to eliminate **600ms–2s white-screen delays** on interaction, and shipped a native Swift implementation for iOS-specific WebView flows to overcome jank.
- Reduced mobile cold-start time **~45% (1.6s → 900ms)** by deferring non-critical startup work; cut SSR page **LCP from 8s → 1.8s at p75 (30s → 6s at p90)** by resolving API-layer bottlenecks and adding caching, moving typical users into the “good” Core Web Vitals range.
- Built production observability with Firebase Crashlytics and Last9, including a Git-hash-based crash-attribution system that traces non-fatal errors to the exact commit, sharply cutting debug time.
- Led migration of web infrastructure from AWS Amplify to ECS to control costs at scale; managed the DNS transition (Squarespace → Cloudflare) with planned-downtime windows and minimal user impact.
- Identified a high volume of 404 hits as user search intent and built catalog search to convert failed page hits into successful product views, lifting traffic, session length, and engagement.
- Integrated LangChain / LangGraph workflows into product flows for product summarization and recommendation features.

- Established a Widgetbook component library and built analytics & experimentation pipelines (Firebase, Mixpanel, MoEngage, PostHog, GA) to standardize UI development and power data-driven A/B testing.
- Grew and mentored a cross-functional engineering team across mobile, web, and backend; established delivery pipelines, code-review standards, and on-call processes.

**Tech:** *Flutter, Dart, Next.js, TypeScript, Node.js, Swift, AWS, Firebase*

**Senior Engineer · Credit Platform · Oyster Financial Inc. (via AIML Pvt. Ltd.)** Jun 2020 – Jul 2022

- Owned frontend architecture for the React Native mobile app and web applications of a fintech credit platform; partnered with compliance and backend teams to build secure, regulation-aligned financial experiences.
- Improved onboarding conversion by reducing friction and resolving performance bottlenecks on the credit application path.

**Product Engineer · Mobile · AlMusbah Group (via ToppersEdge)** Apr 2018 – May 2020

- Built and launched Android and iOS apps end-to-end, integrating marketing and engagement tooling (including WebEngage) to drive retention and lifecycle messaging.

**Software Engineer · Payments Microservices · Creo (Acquired by Hike)** Nov 2017 – Apr 2018

- Contributed to payments microservices, ensuring scalability and reliability of transaction flows.

**Sr Application Developer (React Native) · uCertify** Sep 2015 – Nov 2017

- Led development of e-learning mobile apps on Android and iOS from scratch, building an offline-first sync mechanism enabling users to take tests offline and reliably reconcile results on reconnection.

**EDUCATION**

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**Master of Computer Applications (MCA) · Integral University, Lucknow · 76.5%** Jun 2018

**LEADERSHIP & COMMUNITY**

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- Hosted internal tech talks on mobile performance and scalable Flutter architecture.
- Mentored junior engineers and shaped engineering culture, code review, and delivery standards.
- Authored internal documentation and architectural decision records (ADRs) on Flutter architecture and experimentation patterns.