

# MR. PRIYABRATA BERA

Immediate Joiner | Updated: 25/08/2026

**Staff Frontend Engineer | Frontend Architect | Full-Stack Developer | AI Engineer**

React.js · Next.js · JavaScript · TypeScript · Node.js · Python · FastAPI · GenAI · RAG · LLM

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## PROFESSIONAL SUMMARY

Frontend Architect and Tech Lead with 15+ years of experience building scalable, high-performance web applications for media, banking, ecommerce, and enterprise platforms. Expert in React.js, Next.js, TypeScript, JavaScript, Node.js, frontend architecture, performance optimization, and engineering leadership. Led large-scale frontend modernization initiatives, mentored engineering teams, and delivered business-critical products used by millions of users. Hands-on with GenAI application development, including LLM integration, RAG pipelines, and AI-assisted engineering workflows using Claude, ChatGPT, Cursor, and Codex. Strong focus on Core Web Vitals, SSR, REST API design, and frontend performance optimization.

## CORE SKILLS

**Frontend:** React.js, Next.js, TypeScript, JavaScript (ES6+/ES5), Redux, HTML5, CSS3, jQuery, Responsive Design, Figma, Pixel-perfect Design

**Backend / API:** Node.js, REST APIs, JWT Authentication, Axios, JSON, MongoDB, PostgreSQL, Python, FastAPI, Basics of Java

**GenAI / AI Engineering:** LLM Integration, RAG (Retrieval-Augmented Generation), LangChain, Ollama, ChromaDB, Embeddings, Prompt Engineering, Streaming Responses, Vector Search

**Performance & SEO:** Core Web Vitals, Lighthouse, Google Search Console, Chrome DevTools, Server-Side Rendering (SSR)

**Cloud & DevOps:** AWS, Linode (Akamai Cloud), Git, GitHub, Bitbucket, Jenkins

**AI-Assisted Development:** Claude, ChatGPT, Cursor, Codex

**Practices:** Agile/Scrum, Team Leadership & Mentoring, Enterprise Application Architecture

## PROFESSIONAL EXPERIENCE

**Tech Lead – Front End Development — The Economic Times (Times Internet)** *May 2019 – Present*

Noida, India

- Directed frontend architecture and led large-scale migration initiatives to React.js, Next.js, and TypeScript, improving Core Web Vitals scores and overall application performance across flagship products.
- Migrated legacy XSLT applications to modern Next.js architecture, improving accessibility, maintainability, and page performance.
- Designed and built a centralized configuration management platform (Next.js, React.js, Node.js) deployed across 8 repositories, standardizing implementation patterns and cutting integration time for new properties.
- Built and shipped multiple internal admin panels (Next.js, React.js) — including management and subscription tools — giving business teams self-serve control over configurable content and data.
- Mentored a team of frontend engineers, leading development for Economic Times Web and Mobile Web platforms and establishing engineering best practices.
- Integrated AI-assisted development tools (Claude, ChatGPT, Cursor, Codex) into team workflows, improving code review turnaround and production velocity.

**Sr. Consultant — Infogain India Private Limited**

*Mar 2016 – May 2019*

Noida, India

- Developed and enhanced the FedEx Print Online enterprise platform using React.js, JavaScript, CanJS, HTML5, CSS3, AJAX, and JSON, delivering scalable document printing, customization, and order management capabilities.

**Consultant — Capgemini India Private Limited**

*Jan 2014 – Mar 2016*

Pune, India

- Built secure, scalable online banking features for the HSBC Banking Platform using JavaScript, Dojo, jQuery, AJAX, HTML5, CSS3, and JSON.

### Senior Software Engineer — Samsung India Software Centre

Oct 2011 – Sep 2013

Noida, India

- Developed Smart TV applications using JavaScript, HTML5, and the Samsung SDK; led a multithreading migration initiative across 200+ Smart TV applications.
- Received the Best Mentor Award (2012) for outstanding contribution to team development.

### Senior Software Engineer — ONS Interactive Solutions Pvt. Ltd

Mar 2011 – Oct 2011

Noida, India

- Enhanced enterprise e-commerce platforms using PHP, MySQL, JavaScript, jQuery, AJAX, and Magento, delivering new features, bug fixes, and performance improvements.

### Software Engineer — Chetu (I) Pvt. Ltd

Oct 2008 – Mar 2011

Noida, India

- Built scalable e-commerce solutions for PC Game Supply using PHP, MySQL, JavaScript, jQuery, and AJAX, including secure payment workflows and digital product delivery.

## AI / GENAI PROJECTS (PERSONAL / SELF-DRIVEN)

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Self-initiated projects built outside of professional work to explore GenAI application development.

### AI Conversational Assistant

Technology: Next.js, React.js, Node.js/Python, FastAPI, Ollama, REST APIs, Streaming, LLM

- Built an end-to-end AI conversational application using Next.js/React.js and locally hosted Ollama LLMs.
- Developed backend APIs using FastAPI/Node.js for LLM interaction and conversation management.
- Implemented streaming AI responses for a real-time conversational experience, with conversation memory to maintain context across multiple user interactions.
- Designed an LLM provider abstraction layer to support multiple LLM providers, and configurable system prompt management to control model behavior.

### RAG-Based Document Intelligence Application

Technology: Next.js, React.js, Python, FastAPI, LangChain, ChromaDB, Embeddings, Ollama, RAG, PDF Processing

- Built an end-to-end Retrieval-Augmented Generation (RAG) application for intelligent question answering over PDF documents.
- Implemented PDF extraction, text chunking, embedding generation, and vector storage using ChromaDB, with semantic retrieval to identify the most relevant document chunks per query.
- Implemented grounded prompting to constrain LLM responses to retrieved document context and reduce hallucinations; integrated Ollama for local LLM inference with streaming responses through FastAPI.
- Added source citations with document name, page number, and relevant content snippets.
- Designed modular backend services separating document processing, embeddings, vector retrieval, prompt construction, and LLM generation.

## EDUCATION

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B.Tech, Computer Science & Engineering — B.P. Poddar Institute of Management & Technology | 2000 – 2006 | 75.2%

## ADDITIONAL STRENGTHS

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- Excellent debugging and problem-solving skills; quick learner with a strong work ethic.
- Strong mentorship track record; committed to deadlines and delivery quality.
- Actively expanding skills in Python, GenAI tooling, and automation.