

# Nurali Khoja

+91 7066399254 | [nuralikhoja@gmail.com](mailto:nuralikhoja@gmail.com) | [linkedin.com/in/nuralikhoja](https://www.linkedin.com/in/nuralikhoja) | Pune, Maharashtra, India

## EXPERIENCE

### Architect & Team Lead (Started as Frontend Developer)

Feb 2020 – Present

*Tradexa Technologies Pvt Ltd*

*Pune, India*

- Led execution for **Hyperinventory**, a modular omnichannel e-commerce platform, driving adoption across multiple client verticals.
- Architected a comprehensive serverless marketing platform supporting Email, SMS, and WhatsApp with WebSocket-based real-time chat and automated lead generation logic.
- Developed a **GenAI-powered serverless SEO service** to automate product keyword generation and launched advanced features including dynamic offer engines and Elasticsearch-based aging reports.
- Spearheaded **AI-native development** by driving **Cursor** adoption; defined repository context rules (.cursorsrules) and prompt engineering standards to accelerate delivery cycles.
- Engineered a **Database Optimization Agent (POC)** utilizing LLMs to analyze query logs and autonomously suggest index strategies and schema improvements.
- Delivered integrations for payment gateways (Bajaj Finserv), accounting (Tally, Zoho), and Google Shopping sync with robust error pipelines for failure detection.
- Engineered a fully serverless automated domain provisioning system using cloud services to streamline client onboarding.
- Mentored a 10+ member engineering team, fostering a culture of ownership, rapid iteration, and technical excellence.

### Frontend Developer (Intern)

6 Months

*1Rivet*

*Valsad, India*

- Built production-ready SPAs using **Angular** and **RxJS**, implementing lazy loading, reactive forms, and MVP patterns integrated with a .NET backend.

## PROJECTS

### Mera Brand | *Python, Django, Angular, AWS*

- Engineered a modular Real Estate CRM to centralize lead management and analytics, optimizing SEO for user profile discoverability.

### Event Handler | *Python, SQL, REST APIs*

- Developed a high-volume community event system with custom invite logic and a transparent randomization algorithm for lucky draws.

### Mera Job | *Python, Google Sheets API, Web Automation*

- Created a social-impact tool automating digital resume generation via Google Forms, featuring direct WhatsApp/Call integrations for blue-collar workers.

## TECHNICAL SKILLS

**Languages & Backend:** Python, Django, JavaScript, TypeScript, SQL, REST APIs, **Prompt Engineering**

**Databases:** PostgreSQL, DynamoDB, Elasticsearch, Vector Stores

**Cloud & DevOps:** AWS (Lambda, EC2, S3, CloudFront, Step Functions, SQS, RDS), Git, CI/CD, **LLM Integration**

**Frontend:** Angular, NgRx, RxJS, HTML5, CSS3, Bootstrap

**Methodologies:** Agile, System Design, AI-Assisted Development (Cursor), Data Sync

## EDUCATION

### Sinhgad Academy of Engineering

Pune, India

*B.E. Electronics & Telecommunication (First Class with Distinction)*

*2017*

### Pirojsha Godrej Junior College

Bordi, India

*HSC Computer Science (First Class with Distinction)*

*2013*