

Anand Kumar

Principal Frontend Architect & Engineering Leader

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SUMMARY

19+ years building enterprise-scale web platforms across retail, eCommerce, healthcare, and B2B. At Publicis Sapient, operate hands-on as frontend and BFF architect while leading teams, owning delivery, and driving engineering standards. Led up to 10+ direct reports, owned technical hiring and contributed to appraisal through promotion feedback, and delivered onsite in Canada and UAE. Strong in React, Next.js, Vite, NestJS, GraphQL, micro-frontends, and AI-assisted engineering.

CORE SKILLS

Architecture: Frontend architecture · BFF architecture · Micro-frontends · Module Federation · System design · ADRs · Sequence diagrams

Engineering: React · Next.js · Vite · React Native · TypeScript · JavaScript · Redux · Node.js · NestJS · GraphQL · REST APIs

Practices: Web performance · Accessibility (WCAG) · CI/CD · Component-driven development · AI-assisted engineering

Leadership: Team leadership · Architecture governance · Hiring & interviews · Mentoring · Delivery planning · Client & vendor collaboration

EXPERIENCE

Publicis Sapient, Bengaluru

Manager / Principal Architect, eXperience Engineering

SEP 2018 - PRESENT

- Owned hands-on frontend and BFF architecture end-to-end before onboarding and scaling the team; led 6-member direct team within a 10+ member cross-functional squad.
- Owned technical hiring across multiple cycles; contributed to appraisal through promotion feedback. - Delivered onsite in UAE (2 weeks, Abu Dhabi); partnered with stakeholders across UK, US, Canada, UAE, Saudi Arabia, and Australia.
- Drove engineering alignment across client reviews, requirement workshops, release planning, and delivery governance — onsite and offshore.
- Architected frontend and BFF layers for enterprise platforms across retail, eCommerce, healthcare, and B2B domains.
- Led delivery across weekly and twice-weekly release cycles; managed team sizes from 6 to 12+ contributors. - Established hands-on project foundations — engineering standards, repo setup, delivery patterns, and component architecture.
- Introduced ADR creation, sequence diagrams, and architecture documentation across teams where formal documentation was absent.

- Built reusable component libraries, accessibility patterns, architecture playbooks, and delivery standards adopted across programs.
- Delivered ~20% Lighthouse score improvement for a global fashion eCommerce brand through dedicated 2–3 month performance engagement.
- Applied AI-assisted engineering practices (Claude Code, Codex and Sapient Slingshot(in-house)) for production-grade frontend and BFF development, brainstorming, and security issue detection — reducing development and review cycle time.

Lead / Senior Associate Technology L2, eXperience Engineering

MAY 2015 - SEP 2018

- Led up to 10+ direct reports on US Sporting Goods eCommerce rebrand; architected React/Redux micro-frontend solution with AEM authoring and Node.js SSR.
- Delivered onsite in Canada (6 months) for Global Financial Services platform; built accessibility-first React dashboard with AODA compliance.
- Contributed to micro-frontend architecture, component libraries, and CI/CD pipelines across engagements.
- Supported team growth through mentoring and technical guidance.

Selected Projects at Publicis Sapient (newest → oldest)

Enterprise B2B Platform (*Most Recent*)

Architected frontend and BFF layers. Led 6-member team; worked within a 10+ member cross-functional squad. Stack: Vite, React, Zustand, TypeScript, NestJS, Drupal CMS, Keycloak, Jest, Playwright, Docker, Nginx, Google Cloud Build. Owned architecture setup, identity/CMS integration, and CI pipeline with lint, tests, and Sonar quality gates.

US Healthcare & Prescription Management Platform

Frontend architect on a healthcare platform supporting prescription upload, fill flows, medication ordering, insurance integration, and affordability programs. Central arch team across 2 delivery teams. Reviewed existing codebase to analyse patterns and derive frontend architecture decisions before solutioning. Initiated ADRs and architecture documentation from scratch; delivered solutioning, sequence diagrams, and cross-team alignment. Contributed to client-side technical hiring.

Leading UK Grocery Retailer — Online Commerce Platform (~4 years)

Lead and contributor on an online grocery platform supporting home delivery and store collection across multiple markets. Led 4-member squad; contributed to client-side technical hiring. Stack: React, Redux, in-house CMS, GraphQL, micro-frontends, Webpack, Jenkins, GitHub Actions, CI/CD.

US Sporting Goods Retailer — eCommerce Rebrand

Architect and team lead for 10+ engineers. Architected React/Redux micro-frontend solution with AEM authoring and Node.js SSR. Collaborated with DevOps on Docker and Jenkins CI/CD.

Global Fashion eCommerce Brand — Performance Engineering

Dedicated 2–3 month frontend performance engagement. Achieved ~20% Lighthouse score improvement across load time, bundle size, and rendering metrics.

Global Financial Services & Investment Platform (Onsite, Canada — 6 months)

Built accessibility-first, data-driven React dashboard with charts, tables, and AODA compliance. Onsite in Canada for 6 months. Owned frontend delivery, risk planning, and onsite team onboarding. Stack: React, Redux, Highcharts, Webpack, SASS.

Magic Software Pvt Ltd, Noida

Senior Analyst / Technical Lead

NOV 2009 - MAY 2015

- Led Flash/Flex-to-HTML5 migration for EdTech platforms using HTML5, JavaScript, WebGL, and Canvas.
- Managed and mentored 8+ engineers; delivered onsite in the UK for a global education publisher.
- Designed a modular activity framework using Backbone, Marionette, Underscore, and RequireJS.

Chetu India Pvt Ltd

Software Engineer / Tech Lead

MAY 2007 - NOV 2009

- Delivered web and multimedia applications for healthcare and consumer clients using Flash, Flex, and ActionScript.
- Progressed to tech lead; owned estimation, team coordination, and delivery.

TECHNICAL SKILLS

Frontend: JavaScript · TypeScript · React · Next.js · Redux · Zustand · Vite · Module Federation · HTML5 · CSS3 · SASS · Tailwind CSS · Emotion · Styled Components · Material UI · Highcharts · AngularJS (Legacy)

Mobile: React Native (iOS & Android)

Backend / BFF: Node.js · NestJS · Express.js · GraphQL · REST APIs

Testing: Jest · Playwright · React Testing Library · Storybook

CMS / Identity: AEM · Drupal CMS · Keycloak

DevOps: Git · GitHub Actions · Jenkins · Google Cloud Build · Docker · Nginx · Webpack · SonarQube · TurboRepo

Monitoring: New Relic · Datadog · Dynatrace · Sentry · Google Analytics · GTM

Cloud: GCP fundamentals · AWS fundamentals · Azure fundamentals

Architecture: ADRs · sequence diagrams · system design · Miro · Figma · Excalidraw

CERTIFICATIONS & RECOGNITIONS

Certifications: Apollo Graph Developer – Associate · IBM Enterprise Design Thinking Practitioner · Prompt Engineering and AI – Udemy

Recognition: Impact Awards, People and Community – Global Semi Finalist

EDUCATION

IGNOU, New Delhi | *Bachelor of Computer Application* | 2003 - 2006