

# Astle Machado

## Senior Software Engineer

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[github.com/Astle171](https://github.com/Astle171) | [leetcode.com/u/Astle](https://leetcode.com/u/Astle)

### SKILLS

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**Frontend:** React.js, Redux Toolkit (RTK), TypeScript, JavaScript (ES6+), HTML5, SCSS/Sass, i18next, Gulp, FreeMarker

**Backend:** Node.js, Express.js, GraphQL, Kafka, CommerceTools, WebSockets, RESTful APIs, Microservices

**Cloud (AWS):** Lambda, API Gateway, CloudFront (CDN), S3, Route 53, Secrets Manager, CodeBuild, CodePipeline

**Tools & Observability:** Sentry, Google Analytics (GA4), Hotjar, A/B Tasty, SonarQube, Git, CI/CD, YAML

### EXPERIENCE

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#### Cimpress India – Senior Software Engineer (@pens.com)

July 2025 – Present

- Slashed **P95** checkout latency by **~42% (24s → 14s)** by leading a Sentry-based bottleneck analysis, optimizing critical rendering paths, and eliminating redundant API calls.
- Optimized **Core Web Vitals** across PDP, PLP, and Homepage, eliminating **70% of render-blocking resources** and achieving a **35% reduction in LCP** via aggressive code-splitting and script deferral.
- Delivered **Post-Checkout Customization (Order Now, Design Later)**, enabling asynchronous product customization; validated via **A/B Tasty**, this drove **~5% incremental top-of-funnel growth** with zero revenue cannibalization of the existing flow.
- Spearheaded a **Multi-Tenant Checkout Architecture**, leading feasibility spikes to enable internal brands to utilize the Pens.com payment infrastructure without redundant integrations.
- Cut specific API latency by **400-600ms** by implementing **Intelligent Request Throttling** (30-min staleness check) and offloading static traffic to **CDN edge locations**.
- Launched **“New Coupon Experience”** and **“Global Cart Discount,”** utilizing threshold-based nudges to boost Average Order Value (AOV) and reduce rage clicks by **~50%** through improved UX error handling.
- Led **V2 Accessory API Design**, creating an optimized endpoint adopted by multiple tenants to improve integration performance and data consistency.
- Accelerated **Checkout UI Revamp** by implementing **React Lazy Loading** and **Parallel API execution** to reduce initial load time, while architecting reusable components (Accordions, Tooltips) to cut future implementation costs by **~30%**.
- Awarded the **High Ownership Award** for demonstrating consistent **Technical Excellence**, driving delivery, and mentoring junior engineers.

#### Cimpress India – Software Engineer (@pens.com)

May 2023 – June 2025

- Constructed a **one-click reorder feature** for authenticated users that reconstructs previous order line items into the active cart, preserving full customization state across **Legacy (V1)** and **V2** architectures.
- Optimized React application performance by decoupling translation files from the build and serving them as on-demand S3 chunks, slashing the initial bundle size by **75% (16MB → 4MB)**.
- Configured critical monitoring alerts for **outage detection (<10 mins)** and **performance degradation (<3 hrs)** using Sentry, while eliminating **~15,000 daily noisy logs** to restore actionable signals.
- Championed the company’s global **Rebranding** effort across **23+ locales**, rebuilding the desktop header and integrating branded trust signals (e.g., Perfect Print Promise) to align with the new visual identity.
- Architected the **Google Analytics (GA4)** integration, collaborating with data teams to optimize event taxonomy across the **Checkout Flow**. Integrated **Hotjar** custom attributes to trigger targeted surveys and session recordings, unlocking granular user behavioral insights.
- Resolved critical production issues in tax calculations, payments, and address validation (Loqate), significantly improving platform reliability and user trust.

#### LTIMindtree – Full Stack Developer

Jan 2021 – May 2023

- Automated the task creation system for insurance underwriters, which reduced manual development costs by **25%** and increased operational efficiency by **100%**.
- Designed and deployed **Kafka microservices** (producers/consumers) to handle high-volume data streaming between internal underwriting applications.
- Developed **CCPA-compliant RESTful APIs** to securely fetch and manage sensitive user data for California residents, ensuring regulatory compliance.

### PROJECTS

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**AmazShop E-commerce** | [Live Demo](#) | [Source](#): Built a full-stack electronics e-commerce platform using the MERN stack (MongoDB, Express, React, Node) with JWT authentication and secure payment integration.

**QueMates Social Platform** | [Source](#): Developed a social media application for student-teacher academic doubt resolution using React.js and Node.js.

### EDUCATION

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St. Francis Institute of Technology - B.E. Computer Science

2016 – 2020