



Bhanu Prakash Vemula

Product Tech Lead & Frontend Architect

I'm a front-end expert with 9+ years of experience building seamless and engaging user interfaces. I specialize in modern JavaScript frameworks, responsive design, and high-performance UI development. I focus on crafting intuitive digital experiences that not only look great but also deliver real impact.



PROFESSIONAL EXPERIENCE

● PRODUCT TECH LEAD

Instaffo GmbH · Heidelberg · Jan 2023 – Present

- Own architecture and reliability for a high-traffic platform serving hundreds of thousands of monthly users.
- Partner with the product trio to frame business problems and ship the outcomes.
- Led a new organic-acquisition job portal (Next.js App Router): server-rendered job pages with JobPosting and Organization structured data for Google indexing.
- Engineered multiposting across 8+ job platforms, now the highest-ROI acquisition channel company-wide.
- Led monolith decoupling with strangler-fig routing and edge rewrites, shipped with zero downtime and no revenue disruption.
- Built signup funnels (Mixpanel, GA4, A/B testing) and ran growth experiments tied to conversion outcomes.
- Founded the Frontend Center of Excellence, setting code-review standards and design-system governance across teams.
- Rolled out AI-assisted workflows org-wide: Claude Code, custom MCP servers, and multi-agent setups for code generation, review, and CI/CD.
- Built agent tooling that enforces coding standards and ships production code; trained the team on prompt engineering.

● SENIOR FRONTEND ENGINEER

Instaffo GmbH · Heidelberg · May 2021 – Jan 2023

- Led cross-functional teams delivering React + TypeScript apps with Apollo Client and GraphQL across candidate and company products.
- Modernized the frontend architecture with code splitting, lazy loading, and bundle optimization, cutting initial load times.
- Built and maintained a shared component library (TypeScript, Storybook, Radix UI) adopted across product teams.
- Mentored junior developers through structured code reviews; partnered with product and design on release planning.

● USER EXPERIENCE ENGINEER

Accenture · Germany · Feb 2018 – May 2021

- Delivered enterprise web applications (Angular, React) for automotive, finance, and logistics clients.
- Built WCAG-compliant UIs and contributed to a shared component library adopted across teams.

● FRONTEND DEVELOPER

dgroup GmbH · Germany · 2017 – Feb 2018

- Developed responsive client-facing web apps with end-to-end ownership from design handoff to deployment.

M.SC. DIGITAL ENGINEERING

Otto von Guericke University Magdeburg, Germany

B.SC. ELECTRICAL ENGINEERING

JNTU Hyderabad, India

NIMBUS — ORGANIC-ACQUISITION JOB PORTAL

Next.js 15 · App Router · Structured Data · SEO

- Led the frontend of Instaffo’s new job portal, built for organic acquisition: server-rendered job pages with JobPosting and Organization structured data for Google indexing.
- Built analytics end to end in Mixpanel and Plausible, with Mixpanel routed to the EU ingestion host for GDPR.
- Hardened the render path with Zod schemas tolerant of nullable job data, so malformed records degrade instead of dropping pages.

MULTIPOSTING & JOB DISTRIBUTION ENGINE

React · Analytics · Growth Engineering

- Shipped job distribution across 8+ partner platforms with automatic rotation and cost tracking.
- Optimized the signup wizard for conversion; built automated channel-ROI reporting.

LEGACY MONOLITH DECOUPLING

Strangler Fig · Edge Rewrites · RSC Migration

- Decoupled a revenue-critical frontend from a legacy monolith using strangler fig routing and edge rewrites.
- Isolated legacy features behind typed boundaries; gradual RSC adoption with test coverage gates.

 FRONTEND & UI

React · Next.js · TypeScript · JavaScript · Angular · SSR/SSG · Tailwind CSS · SCSS Modules · Storybook · Radix UI · WCAG · Core Web Vitals

 BACKEND & INFRA

Node.js · Express · Ruby on Rails · Python · FastAPI · GraphQL · REST APIs · Webhooks · WebSockets · Docker · Kubernetes · Helm · AWS

 STATE, DATA & BUILD

React Query · Apollo Client · Zustand · Zod · i18n · Vite · Turbopack · Rollup · Webpack · GitLab CI/CD · Feature Flags

 TESTING

Jest · Vitest · Playwright

 AI & AGENTS

Claude Code · MCP Servers · Multi-Agent Orchestration · Prompt Engineering · LLM Integration

 ANALYTICS, GROWTH & MONITORING

Mixpanel · GA4 · Klaviyo · Plausible · A/B Testing · Structured Data · SEO · Sentry · Datadog

</> JavaScript, TypeScript, Python, SQL, Ruby

 English (fluent), German (B1), Telugu (native), Hindi (fluent)