

# Nubra Jarial

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## EDUCATION

B.E. (Hons) Electrical and Electronics Engineering, BITS Pilani (2015 - 2019)

## EXPERIENCE

### Independent Projects and Product Exploration (JAN 2025 - JAN 2026)

structured career break to explore business ideas through hands-on experimentation and technical research.

- Research deep dives about AI and tech at [nubrajarial.com](http://nubrajarial.com).
- Built small tools and prototypes. [RAG app to generate ideas right from your notes.](#)
- Independent ventures in the D2C space, owning end to end experimentation (product, operations, customer acquisition) to understand real world business constraints beyond code.

### Senior Engineer, Backend - Topylne, Bangalore (JUL 2022 - DEC 2024)

Core Platform and Integrations

- Architected and built Topylne's core value delivery system - an integration framework handling 27+ apps. Save 40k\$ on low code tool bills.
- Centralized authentication and credential management across all customers and integrations to leverage across the product and new use cases.
- Reduced integration rollout time from ~14 days to <2 days. Crucial for closing deals.
- steady framework rollout over 8+ months with zero customer downtime across integrations and customers.

Analytics & Query Infrastructure

- built a query layer over Topylne's proprietary schema enabling unified querying across customers' analytics, payments and CRM data. Star feature of the Topylne dashboard.

Data Ingestion & Event-Driven Systems

- Built ingestion pipelines for Shopify data to unlock Topylne Ads for D2C customers, significantly expanding the addressable market by following PLG principles.
- **serverless, event-driven architecture**, optimized for a self-serve product.

### Software Engineer, Backend -DealShare, Bangalore (SEP 2020 - MAY 2022)

Payments Platform & Transactional Systems

- Architected the payments microservice end-to-end, enabling DealShare's transition from a 100% Cash-on-Delivery model to online payments during the COVID-driven demand surge
- Owned core payment workflows including order lifecycle management, transactions, refunds and returns.

Virality & Growth Systems

- Created "DealShare Dost", a gamified referral and incentive platform that onboarded ~20,000 power users across Tier-2 and Tier-3 cities, converting them into micro-entrepreneurs. Led a team of 3 doing this.
- Built reward accrual, eligibility, and payout logic tightly integrated with order and payment states.

### Software Engineer, Backend -UpGrad, Mumbai (Jun 2019 - Aug 2020)

JUN 2019 - AUG 2020

- Implemented a **layer of abstraction** to support **semester-wise payments** for Upgrad's first set of **multi-year degree programs**, moving beyond one-time course payments

## **TECHSTACK**

**Backend & Systems:** Python, Java, Spring Boot, Django

**Data & Infra:** Snowflake, MySQL, MongoDB, Redis,

**Architectures:** Event-driven systems, serverless systems, microservices.