TARAN SAHOTA

Staff Software Engineer | Distributed Systems | Full-Stack & Platform Engineering

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SUMMARY

Staff Software Engineer with 18+ years building software across advertising, shipping, and recruitment products. I work across architecture and implementation, from API contracts and backend services to frontend applications and production reliability. Much of my recent work involves making independently owned systems work together and helping teams deliver without unnecessary dependencies.

TECHNICAL SKILLS

Architecture & Systems: Distributed systems, microservices, API design, service contracts, asynchronous workflows, ADRs, microfrontends

Languages & Application Development: JavaScript, TypeScript, Go, Java, Python, SQL, React, GraphQL, RxJS

Data & Infrastructure: PostgreSQL, MySQL, Snowflake, CI/CD, Webpack Module Federation, Unleash

Reliability & Engineering Practice: Grafana, Prometheus, PagerDuty, SLOs, observability, testing, SonarQube, code review, architecture reviews

EXPERIENCE

Samsung Ads

Jul 2022 - Present

Staff Software Engineer (2026 - Present) | Senior Software Engineer (Jul 2022 - 2025)

- Lead technical design and delivery for DSP work, usually with teams of **4-5 engineers**. This includes breaking down product requirements, preparing ADRs and API contracts, working through cross-team dependencies, and staying close to implementation through release.
- Built the DSP-side workflow for **Smart Audiences**, working with a separate ML team to define service contracts, retries, monitoring, and failure handling around an asynchronous audience-generation process. The capability supports roughly **250 active Smart Audiences** with a **4-hour generation SLA**.
- Helped build **Reporting and Insights** capabilities for advertisers, covering the UI, API design, configuration persistence, and integration with backend data services. These capabilities are used across **multiple regions** to support audience analysis, planning, and reporting workflows.
- Helped move the DSP frontend from a tightly coupled monolith toward independently deployable microfrontends using **Webpack Module Federation**. Worked on the POC, migration guidelines, implementation patterns, and troubleshooting documentation. Roughly **10 modules** can now deploy independently, supporting about **5-6 deployments a day** instead of one coordinated daily release.
- Serve on the DSP **Maintainers group**, reviewing code and enforcing shared engineering standards across JavaScript, TypeScript, React, and testing. The group helps maintain code quality across contributions from **100+ engineers globally**. Reviewed **300+ pull requests** across recent work.
- Worked with **Grafana, Prometheus, PagerDuty**, and SLO-based monitoring to improve visibility into production services, identify problems earlier, and reduce reliance on customer-reported issues.
- Worked across DSP applications and services using **React, TypeScript, JavaScript, GraphQL, PostgreSQL, and Snowflake**. Built and maintained frontend workflows, backend APIs, and service integrations, with testing, deployment, and production support as part of the work.

EXPERIENCE, CONTINUED

Shippo
Jan 2021 - May 2022

Software Engineer

- Worked on the core merchant shipping flow across **orders, rates, and label purchase**, building and improving the React experiences merchants used to move from an order to a purchased shipping label.
- Investigated performance problems in the **Order Details** experience, profiling React rendering and application state behavior, removing unnecessary rendering, and improving page navigation. The resulting changes helped make the page **37% faster to load**.
- Joined the team laying the groundwork for splitting the frontend monolith into independently owned modules using **Webpack Module Federation**. Helped build the POC, shared component foundation, migration guidelines, state-management plan, and development patterns for a frontend organization of roughly **30-40 engineers**.
- Contributed to Shippo's backend modernization as services moved from **Django/Python toward Go**, including implementing several Go endpoints alongside frontend platform work.

Upward.net
Apr 2012 - Sep 2020

Engineering roles, most recently Senior Software Engineer

Progressed from Junior Web Developer to Senior Software Engineer

- Worked across the company's recruitment advertising platform, building features for **employer campaigns, job distribution, candidate experiences, application flows, and reporting**.
- Built **JavaScript-based job listings and advertising integrations** that allowed third-party publisher websites to display jobs from Upward's platform, connecting job inventory with external traffic sources.
- Helped modernize core applications using **React, RxJS, REST APIs, and MySQL**. Worked on application performance and rendering improvements that reduced page load times by roughly **66%**.
- Built **reporting and analytics tools** that brought together job, traffic, lead, and campaign data into configurable interfaces for business and operations teams.
- Developed internal applications for **customer service teams**, including lead tracking, reporting, and workflows connecting frontend tools with backend services.
- Worked on candidate engagement across web and mobile, building **Chrome and Firefox push notifications**, iOS and Android notification flows, and cross-platform mobile experiences using Ionic and Cordova. This work helped expand the company's reach by **thousands of users per day**.
- Improved application and signup flows through **A/B testing, form optimization**, responsive design, and browser performance work, helping teams refine how employers and job seekers interacted with the platform.
- Helped lead the employer-side integration following **Upward's acquisition of Proven**. Over roughly **4-5 months**, worked on consolidating employer workflows and data into Upward, redirecting existing Proven employers, and preventing duplicate job content during the migration.

Online Auto Insurance, LLC
May 2011 - Mar 2012

Web Developer

- Worked across the company's web properties, improving site flows, maintaining WordPress content, and supporting frontend development.

SolGens Corporation
Jun 2008 - Aug 2010

Senior Web Designer / Programmer

- Built and maintained websites and web applications using **PHP, MySQL, CodeIgniter, JavaScript, jQuery, HTML, CSS, and WordPress**.

EDUCATION

Boston University | Master of Science in Computer Science & Artificial Intelligence
In Progress | Started Fall 2026

Punjabi University | Bachelor of Engineering in Electronics & Communication
2004 - 2008