

Vishal Sakaria - Curriculum Vitae

I'm a product-focused software engineer and founder with over 12 years of frontend experience, solving real user problems through code and curiosity. Business is in my DNA. I grew up watching my family run a video shop and semiconductor business, and that early exposure shaped my instinct for user needs. At Praisely, my own startup, I sharpened my skills across UX, product-market fit, and MVP development. I combine deep React/Next.js expertise with a strong product intuition, constantly validating assumptions and iterating fast through user feedback.

Portfolio: vishalscreations.com

Talks: [AI and content within DXP](#)

Side Projects / Self Learning

Topics	To
Interviewing methods, Copywriting for conversation optimisation. , competitive strategy and market positioning. The laws of UX. AI Use cases / Conversational AI / Prompts engineering, leaking, injection. Cloud operations, serverless functions, storage buckets and Dbs. Vector embeddings / Fine tuning / Supabase pgvector Hugging face AI open source models and inference. Cloudflare workers / AI Gateways Langchain - Retrieval Augmented Generation (RAG)	End of time

Employment Experience:

Responsibilities & Achievements	Employee
Co-founder of praisely.co.uk - Google Cloud Platform, Next JS At Praisely, I set out to reimagine how students receive recognition enabling teachers to send AI-generated praise messages through beautifully designed physical postcards. Working closely with educators, I translated real feedback into a clean, step-by-step UI that reduces admin and feels effortless to use. I also led the landing page strategy, using direct conversations with teachers to uncover core value propositions and craft messaging that resonated with school decision-makers. On the technical side, I architected a GDPR-compliant, serverless platform using Firebase Functions, Firestore, and Cloud Storage, protected by two-factor authentication and granular rule sets. I use canvas for personalised handwritten messages, ensuring every postcard was print-ready and professionally composed. Driven by the belief that small moments of praise can create lasting impact.	praisely.co.uk 04/2024 - Current Education
Lead Frontend Engineer. Leading three teams to deliver over 12 applications within a Micro Frontend architecture using Module Federation, I have leveraged a deep understanding of technology, build pipelines, and SonarQube to increase project velocity by 50-80%. My current goal is to transform CBO into an autonomous set of teams that independently deliver features. Key responsibilities include managing Jenkins pipeline builds, debugging, and deployment across multiple environments, as well as implementing SonarQube for continuous quality assurance. I also oversee the Route-to-Live strategy, ensuring risk mitigation and the use of feature flags for smooth production releases. Additionally, I provide mentorship, support in unblocking issues, and guidance to drive effective team collaboration."	Lloyds Banking Group/Wipro 09/2024 - 12/2024 Finance
Sales Engineer - Solutions Architect - AI Lead - Next JS, Saas. I initiated informal breakfasts with Hastings Direct's developers to build trust and uncover insights both in technical challenges. With 12 years of teaching experience, I naturally simplify complex systems. Within my first month, I used Magnolia's newly released headless accelerator to spark interest and generate excitement in early sales demos, highlighting speed, ease of use, and developer experience to open strong conversations. This momentum carried into the intent phase, where I led a deeper technical seminar and enabled the prospect to build proof of concepts using the accelerator, moving them from curiosity to serious evaluation. I initiated informal breakfasts with Hastings Direct's developers to build trust and uncover insights into both technical challenges and personal aspirations. I used these insights to demonstrate value through proof of concepts, influencing the buying process by aligning Magnolia's solution with developer needs. At Aldwyn, I proactively analysed the National Lottery website to identify weekly shifts in UI components, revealing a pattern of high maintenance and low reuse. I used these findings to prompt the lead developer, who confirmed it was a known but unsolved issue, and supported his exploration with a tailored demo in the following meeting. My outbound relationship-building with C-suites led the UK team to host an AI conference alongside key partners, which I spearheaded and where I delivered a talk on AI. Following this, I joined the internal AI team and proposed UX-driven AI features, including RAG support, chain prompting, and content verification. I also built a relationship with Vercel, which led to a product integration and strategic partnership to better serve our customers. Additionally, I project managed the introduction of a SaaS product to market, meticulously identifying and resolving technical issues and design flaws to ensure a seamless release.	Magnolia - CMS 11/2021 - 08/2024 DXP/CMS
Senior software developer - Micro frontends, Typescript, React, Redux, Flexbox, Node.js. Working on a time pressure banking application. I made a responsive form driven by APIs using React, Redux Saga, Flexbox and other CSS techniques. I tested the app React testing library by creating user journey test suits that run heedlessly. After the main bulk of work was underway myself and the team moved towards architectural decisions and with my past experience of Micro Front End we decided to use this method. I lead the decision making with MFE using Single Spa, developing features such as System.js, import maps, event listeners across MFEs, environment variables for production builds, layout and routing configuration as well as integrating TS into builds. I also looked into Webpack module federation and compare the two techniques presenting best fit solutions.	Waracle - Virgin Money 02/21 - 08/2021 Banking

Lead Developer - Staff Engineer - Typescript, React, Redux, Node.js. Joining a team that needed modernisation I created weekly Front end technical refinement sessions to improve quality, reliability and the performance of complex stories. Firstly I lead with spitting stories into manageable points, after this we were able to explore way of improving the architecture of the code with an eye to improve UX. We were able to reduce http request in many cases and move code to middleware. Many repo were slow to deliver due to complexity of code. I introduce complex checks through linting and pre commits. Then supported devs to reduces complexity using functional techniques such as currying and pure functions promoting the benefits of snapshot testing. Introducing hooks and reusable custom hooks with comprehensive testing with React Testing Library. I also consulted on the creation of a design system using pure presentation components as the building blocks of the platforms brand and UX guidelines.	Medidata 07/20 - 02/2021 Health Care
Lead Developer - Engineering Transformation - Typescript, React, Redux. Working as a subject matter specialist, I create a seed project for 10+ distributed teams to use. This involved strategic decisions to prompt great Developer Experience (DX), support fast delivery and achieve high test coverage. Functional composition, currying, a higher order ErrorBoundary component & React Hooks were used to achieve this. The testing strategy was based on a mixture of black box snapshot testing for pure non state components and React Testing Library for white boxing. The use of Typescript allowed us to push up the testing pyramid with more integration tests. Middleware was used to POST errors to an API and deal with internal Redux errors. The result was fast delivery and 96% test coverage. Drawing on my past teaching experience I took the lead in creating high quality training material for less experienced devs as well as mentoring them too. Other worked focused on Engineering Transformation this included managing the creation of Micro Frontends with a legacy system. Managing the vertical alignment of user stories for fast feedback loops. Setting up communication software over a restricted secure network, laying out team expectations and assign responsibilities to teams members. Planning the architecture of integrating React into legacy systems and micro frontends as well as implementation. I am currently working on a Node mock API.	Wipro Digital 07/19 - 05/2020 Lloyds Commercial Banking
Web Developer - Typescript, React, Redux, Node.js. Being a leading face in the development of the commercial banking platform I oversaw the entire value chain from story requirements, to story refinement to the actual delivery of production grade code. I introduced technical refinement sessions to aid in the Agile process as well as training junior developers, business analysts and QE's. Writing high quality semantic code I achieved test coverage of 95% using Typescript. Typescript interfaces, types, return types and guard clauses are a comfortable part of my practice. I introduced deconstructing, spread operators, forwarding refs, React Fragments, the use of Context API, strict TS interfaces, hot module reloading and husky hooks to the other developers. As well as writing a mock server in Node.js and Express I completed a number of complex validation scenarios with foresight into future changes. I contributed to structuring the projects as the code based scaled out. During the growth period of the project Redux actions were decoupled into small 'Lego' size actions that were composed around the project	Wipro Digital 08/18 - 07/19 Lloyds Commercial Banking
UI Developer – React, Redux. I used Redux CRUD and React-Redux-Forms.	CognitionX 04/18 - 05/18 Artificial Intelligence
UI Developer – React, Redux, Vanilla JavaScript, SASS. I used React and Redux to build a new quote process using presentation and container components. All the components were tested using expect.js, Enzyme and Mocha. I implemented Hot Module Reloading as well as Redux DevTools middleware to make the development process more streamline. Redux-Thunks were used as well as Dan Abramov's action interceptors to track Http calls. Thunks were tested using redux-mock-store andnock. Stores were also tested. React Router was used and I added in editor ESLinting and Webpack source maps. I worked on with SiteCore CMS to build a fully responsive payment gateway using a bespoke framework in pure JavaScript and SASS. I introduced Babel and ES6 to the project and dealt with high order functions, function binding, Pub Sub design patterns. To improve the build process I brought in Husky pre commits, Jasmine testing and JSLint. I also contributed to UX designs decisions for the checkout.	ValTech UK- 03/17 - 03/18 Bupa Global - ecommerce & Global Health Insurance
UI Developer – React Building reusable React.js components into an internally managed npm repo. ES7 async and await. Ultra clean git history with git fixup, autosquash and rebasing.	Thomson Reuters 01/17 - 03/17
Frontend Developer JavaScript SASS I initiated the use of Angular 2, ES6 and Typescript for a greenfield project. I introduced Angular Reactive Forms for the checkout process bringing in custom Validators, using the FormBuilder. This included tooling with Webpack to set up the test and build process. I lead the design of component architecture incorporating one level event emission. In addition, I researched and brought in RxJS for HTTP requests and component communication using Subjects. I continued to use Jasmine BDD on both a service, using RxJS (Reactive Extentions) and component level using fixtures. Using Node JS I created a mock data server for the development environment. I achieved 92% - 100% test coverage. Other skills included SASS, Grunt, NPM, UX and design.	Lloyd's online Doctor 01/16 - 11/16 Health Care & eCommerce
UI Developer Backbone, Vanilla JavaScript, SASS Working on rolling out the responsive checkout app using Backbone.js, Jasmine, Text internationalisation, complex in-validation, Building grunt tasks & building and managing Jenkins pipelines with unit test coverage & JSLinting. Additional working on the main product, Hotels. I created adverts using APIs, Hotel locations on Google Maps,	Lastminute.com 07/14 - 12/15 Travel eCommerce
ICT Teacher Deputy head of ICT & Head of e-learning Actively took part in designing the curriculum ensure compelling learning material as well as meeting all assessment criteria. Achieved 95% A-C GCSE, Deputised the ICT department.	Parliament Hill School 04/10 - 06/12
ICT Teacher Teacher of ICT, Head of e-learning. Heavily contributed to the delivery of innovative learning content and tools ensuring assessment were meet. Achieved 95% A-C GCSE, was chosen to teach stretch class, ran a photoshop lunchtime club.	QK School 01/07 - 04/10

Education, Evening Classes and Qualifications

Education, evening training & extra courses.	From/To
Generative AI Masterclass AI in work and business through hands-on prototyping and cutting-edge research	01 / 24
Selling for Software Engineers The "Art and Science" of technical selling	11 / 23
Management Mastery - Communicate with Influence 8 critical skills for effective compelling communication in the workplace	07 / 23
Create & publish custom React hooks - egghead.io workshop Deeper dive into hooks and custom hooks as well as the process of publishing the hooks onto npm.	09 / 19
React Academy - Advanced React Higher order component, render props, compound components, cloneElement, React.Map, context api, hooks & effects, styled-components, function composition and closure.	07 / 19
Makers Academy - OO JavaScript/JQuery/Jasmine Writing solid, reusable OO JavaScript libraries using techniques such as prototype functions, function callbacks, closures, hoisting and getting rid of global variables. BDD/TDD	02 / 13 06 / 13
Central St Martins - UAL - Graphic Design Typography Layout and Image-making	04 / 16 06 / 16
Advanced Next level JS Performance, memory profiling - JavaScript Testing Jasmine, Karma, Q-unit	03 / 17 Evening
Advanced UX Designing for Multiple Devices Understanding Information Architecture	05 / 17 Evening
Kings College London - Post Graduate Cert. In Education in ICT (11 -18 year old) Teacher training for KS3, KS4 and KS5	09 / 06 05 / 06
London Guildhall University - BSc Computing Information Systems with Marketing - 2.1 Advanced Java Programming 1 st Java Programming 1 st Software Engineering (SDLC) 1 st Computer Graphics in Java 2.1 Final Project: Web site for mobile phones in Java 2.1	09 / 00 07 / 03

Other Information:

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