Mohamed Fayaz Deen H

Senior Technical Lead | Java · Spring Boot · Microservices · Distributed Systems · AI-Assisted Engineering

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PROFESSIONAL SUMMARY

- Senior Technical Lead with **10+ years** building **commerce, search, payments and data platforms** in Java for **Sephora, Macy's, Express, PayPal, Wild Fork and UPPAbaby**. Currently lead three parallel client programs for NULogic, on-site in Santiago, Chile.
- Hands-on in **Java, Spring Boot, microservices and event-driven systems** (Kafka, Redis, Cassandra) on **AWS, GCP and Azure**; Commercetools headless-commerce specialist. Results include a **13× faster** personalization pipeline, **+30% search conversion** and **p99 under 50 ms** on PayPal authentication.
- **AI-native engineering lead:** runs delivery with **Claude Code and agentic workflows** for design, scaffolding, test generation, refactoring and documentation, with human review on every change. Completed **15 Claude Academy courses** (Anthropic), including Claude Code in Action and MCP Advanced.

KEY ACHIEVEMENTS

- **13× faster personalization at Sephora:** cut the Azure Batch email pipeline from **10 hours to 45 minutes** across **~15M customer records** per run.
- **+30% search conversion at Express:** built **Google Retail Search from scratch** for web and mobile, with multi-level faceting and ranking tuning.
- **3×+ faster commerce APIs:** Redis caching at Express cut API response times by over 3× and reduced database load.
- **p99 under 50 ms at PayPal:** authentication and authorization services with circuit breakers, idempotency and multi-data-center Redis session clustering.
- **Headless commerce for 4 brands:** Commercetools catalog, pricing, cart, checkout and inventory for Sephora, Express, Wild Fork and UPPAbaby.
- **Leadership in parallel:** lead Sephora and UPPAbaby delivery while serving as **Solution Architect** for Collectivus (team of 10).

CORE SKILLS

Backend:	Java 8+, Spring Boot, Spring MVC, Hibernate, J2EE, Microservices, REST APIs, Multithreading (Executor framework), Batch Processing, Performance Tuning
Distributed systems:	Kafka, Event-Driven Architecture, Redis, Cassandra, Circuit Breakers, Idempotency, Multi-Data-Center Session Clustering, API Gateways
Cloud & serverless:	AWS (Lambda, S3, SQS, SNS, CloudFront, SES, CloudWatch, Aurora PostgreSQL), GCP (Pub/Sub, Cloud Storage), Azure (Batch, Cosmos DB), Terraform, Argo CD, CI/CD
Commerce & search:	Commercetools (Products, Carts, Orders, Discounts, Subscriptions, API Extensions), Google Retail Search, Elasticsearch, Stripe, PayPal, Adyen
Data:	MySQL, PostgreSQL (Prisma), Azure Cosmos DB, Cassandra, Redis
AI-assisted engineering:	Claude Code, Claude API, Model Context Protocol (MCP), Agentic Workflows, AI-Assisted Code Review, Test Generation & Documentation
Also:	TypeScript, Next.js, Hono, Drools, Contentful, Epsilon, JWT/MFA, PCI-DSS, Prometheus, Grafana, ELK, JUnit, Vitest, Playwright
Leadership:	Solution Architecture, Low-Level Design, Enterprise Client Engagement, Mentoring, Design & Code Reviews, Agile Delivery

PROFESSIONAL EXPERIENCE

NULogic

Aug 2022 – Present

Chennai, India (remote) → Santiago, Chile (on-site)

Senior Technical Lead — May 2025 – Present

Technical Lead — May 2024 – Apr 2025

Senior Software Engineer — Aug 2022 – Apr 2024

Sephora · *beauty retail · customer engagement and commerce* — Feb 2024 – Present · team of 3

- Re-engineered the **Azure Batch** personalization pipeline with tuned **Java Executor** concurrency: **10 hours → 45 minutes** per run across **~15M customer records**, for 1–3 campaigns a week.
- Use **Kafka** as the message queue for **Cosmos DB and ruleset updates**, keeping data and business rules consistent across services.
- Built the Contentful content engine and **Drools** eligibility rules that render each customer's email layout by segment; delivered through Epsilon with AI-driven subject-line optimization.
- Built and own **3+ Spring Boot microservices** and shared libraries; led Commercetools catalog, pricing and inventory sync with real-time product sync pipelines.
- Supported DevOps through **Argo CD** pipelines and configuration deployments; wrote LLDs and analysis documents, and mentored the team.

Tech: Java, Spring Boot, Kafka, Azure Batch, Cosmos DB, Commercetools, Drools, Contentful, Epsilon, MySQL, Argo CD

UPPAbaby · *premium strollers and nursery products · D2C commerce* — Jul 2026 – Present · team of 8

- Lead headless commerce on **Commercetools**: catalog, variants (colors, fabrics, configurations) and pricing across regional storefronts, plus cart, checkout and order workflows.
- Modeled **product–accessory compatibility** so shoppers see only the parts that fit their stroller or car seat; built product registration, warranty and account APIs.
- Integrated the retailer and dealer locator, CMS content and transactional email services.
- Tuned API performance and caching for high-traffic launches and seasonal peaks.

Tech: Java, Spring Boot, Commercetools, REST APIs, MySQL, CI/CD

Collectivus · *Solution Architect · judge certification LMS for Fantasy Flight Games* — Jun 2026 – Aug 2026 · team of 10

- Owned the architecture of a **serverless certification platform**: static Next.js frontend on S3 and a Hono API on **AWS Lambda** behind one CloudFront distribution, with **Aurora PostgreSQL** via Prisma.
- Shaped the domain model for programs, courses, exams, a modular certification engine, events and a tournament-organizer job board; ran code reviews and mentored the team.

Tech: TypeScript, Next.js, Hono on AWS Lambda, Aurora PostgreSQL, Prisma, CloudFront, S3, SES, SST, Terraform

Express · *fashion retail · headless omnichannel commerce* — Jan 2023 – Jan 2024 · team of 12

- Built **Google Retail Search from scratch** for web and mobile with multi-level faceted navigation and product feeds for indexing and SEO: **+30% search conversion**.
- Cut API response times by **3×+** with **Redis caching**, and integrated Elasticsearch autocomplete.
- Built the Commercetools catalog (types, variants, attributes, SKUs), category trees and Custom Types, with cart, product and code-based discounts and real-time multichannel inventory.
- Delivered Commercetools **Subscriptions** for event-driven processing and **API Extensions** for cart and order validation; integrated **Stripe, PayPal and Adyen** payments on AWS (S3, Lambda, SQS, SNS).

Tech: Java, Spring Boot, Commercetools, Google Retail Search, Elasticsearch, Redis, MySQL, AWS, Stripe, PayPal, Adyen

Wild Fork · *premium meat and seafood · D2C commerce* Aug 2022 – Jan 2023 · team of 10

- Modeled a catalog of **thousands of SKUs** in Commercetools (cut, weight, origin, freshness) with real-time inventory sync.
- Built secure login with **JWT access/refresh tokens and MFA**, and a dynamic checkout (standard, express, subscription) with PCI-compliant payment tokenization.
- Led requirements sessions with stakeholders, designed MySQL schemas, reviewed code and mentored junior developers.

Tech: Java, Spring, Hibernate, Commercetools, JWT, MySQL

Altimetrik

Aug 2021 – Jul 2022

Chennai, India (remote)

Senior Software Engineer II

PayPal · *core authentication and authorization* Aug 2021 – Jul 2022 · team of 30

- Built authentication and authorization microservices holding **p99 latency under 50 ms**, with circuit breakers and idempotency for critical operations.
- Designed **Redis session clustering across multiple data centers** and **Cassandra** models for high-throughput token storage; kept modules **PCI-DSS** compliant.
- Built monitoring and alerting for authentication failures and suspicious activity, and JUnit, integration and regression suites for authorization failure scenarios.

Tech: Java, Spring, Microservices, Redis, Cassandra, REST APIs, JUnit

Crown Solutions India

Oct 2020 – Jul 2021

Chennai, India (on-site)

Software Engineer (Business Analyst designation)

Macy's · *macys.com checkout and accounts* Oct 2020 – Jul 2021 · team of 2

- Built **guest checkout**, which handled **~10–20% of orders**, with session-based cart persistence, address validation and confirmation emails.
- Built secure password reset with single-use expiring tokens, and post-purchase order and address changes with **USPS address validation** and split shipments.

Tech: Java, J2EE, Spring, REST APIs, MySQL

EARLIER EXPERIENCE

Engineer, Hifi Technology Nov 2018 – Sep 2020

REST service layer and Hibernate persistence for a merchant admin platform for insurance plans and health claims (Spring MVC, Oracle); set up its cloud infrastructure from scratch.

Software Engineer, IVTL Infoview Technologies Jul 2016 – Nov 2018

Converted a Delphi desktop application into a web application and delivered the HUE ERP approval-flow module, leading a team of 4 on its maintenance (Spring MVC, Hibernate, MySQL, Oracle).

CERTIFICATIONS

Claude Academy (Anthropic) · 15 courses · Oct 2026 · verify at fayaz-deen.github.io

- Claude Code in Action
- Building with the Claude API
- Model Context Protocol: Advanced Topics
- Introduction to Model Context Protocol
- Claude Code 101
- Claude 101
- Claude Platform 101
- Claude with Google Cloud's Vertex AI
- Deploying Claude Enterprise with Confidence
- Building Effective Human-Agent Teams
- AI Fluency for Builders
- AI Fluency: Framework and Foundations
- AI Capabilities and Limitations
- Introduction to Claude Cowork
- Introduction to Claude Tag

EDUCATION

B.E. Computer Science, Sethu Institute of Technology, Tamil Nadu, India, 2012 – 2016