

Mohamed Fayaz Deen H

Senior Technical Lead | Java • Spring Boot • Microservices • Distributed Systems

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Professional Summary:

- Senior Technical Lead with **10+ years of experience** building **enterprise commerce, search, payments and data platforms** in Java for global brands including **Sephora, Macy's, Express, PayPal, Wild Fork and UPPAbaby**. Grew from Junior Developer to **Senior Technical Lead**, and now lead parallel client programs for NULogic on-site in Santiago, Chile.
- Deep expertise in **Java, Spring Boot, microservices, REST APIs and distributed systems**, with **event-driven design on Kafka**, Redis and Cassandra, and cloud work across **AWS, GCP and Azure**. Specialist in **Commercetools headless commerce**; built **Google Retail Search from the ground up** and **Azure Batch pipelines** that personalize content for **millions of customers**.
- Leads through architecture and example: owns design decisions, works directly with **enterprise client stakeholders**, mentors engineers and sets the bar for designs, code reviews and tests. Uses **Claude Code and AI-assisted workflows** every day to speed up delivery, with every change reviewed by a human.

Key Achievements:

- **Google Retail Search, built from scratch:** Delivered Express's end-to-end search for web and mobile, with multi-level faceting, ranking tuning, Elasticsearch autocomplete and SEO product feeds: **+30% search conversion**.
- **Personalization at scale:** Architected Sephora's Azure Batch engine that renders personalized, eligibility-driven email layouts, cutting each run from **10 hours to 45 minutes** across **~15M customer records**.
- **Event-driven data sync:** Used Kafka as the message queue for Cosmos DB and ruleset updates at Sephora, keeping data and business rules consistent across services.
- **Headless commerce across 4 brands:** Delivered Commercetools catalog, pricing, discount, cart, checkout and inventory services for Sephora, Express, Wild Fork and UPPAbaby.
- **Payments-grade reliability:** Hardened PayPal authentication and authorization services with circuit breakers, idempotency, multi-data-center Redis session clustering and PCI-DSS compliance.
- **Engineering leadership:** Progressed from Junior Developer (2016) to Senior Technical Lead (2025); served as Solution Architect on Collectivus while leading Sephora and UPPAbaby delivery in parallel.

Core Skills:

Backend Engineering:	Java 8+, Spring Boot, Spring MVC, Hibernate, J2EE, Microservices, REST APIs, Multithreading (Executor framework), Batch Processing, Performance Optimization
Distributed Systems:	Kafka, Event-Driven Architecture, Circuit Breakers, Idempotency, Distributed Caching, Multi-Data-Center Session Clustering, API Gateway Integration
Architecture & Leadership:	Solution Architecture, Low-Level Design, Technical Strategy, Enterprise Client Engagement, Mentoring, Design & Code Reviews, Agile Delivery
Cloud & DevOps:	AWS (S3, Lambda, SQS, SNS, CloudWatch), GCP (Pub/Sub, Cloud Storage, Google Retail Search), Azure (Batch, Cosmos DB), CI/CD, Argo CD, Infrastructure-as-Code
Data & Caching:	MySQL, Cassandra, Azure Cosmos DB, Redis, Elasticsearch
E-Commerce & Retail:	Commercetools (Product/Cart/Order APIs, Product Projections, Discounts, Custom Types, API Extensions, Subscriptions), Catalog & PIM, Pricing & Promotions, Checkout, Payments (Stripe, PayPal, Adyen), Order Management, Inventory, Customer Segmentation
Search & Discovery:	Google Retail Search, Elasticsearch, Faceted Navigation, Autocomplete, Relevance & Ranking Tuning, Product Feeds, SEO
Security:	JWT access & refresh tokens, Multi-Factor Authentication, Secure Token Propagation, Payment Tokenization, PCI-DSS
Observability:	Prometheus, Grafana, ELK, Sleuth, Cloud Trace, Monitoring & Alerting
Rules, Content & Marketing:	Drools, Contentful, Epsilon
AI-Assisted Engineering:	Claude Code, Claude AI, Agentic Workflows, Multi-Agent Orchestration, Prompt Engineering, AI-Assisted Code Review, Testing & Documentation

Testing & Tools: JUnit, Integration & Regression Testing, Postman, GitHub, Maven, IntelliJ IDEA, Eclipse, Tomcat; React (API integration)

Professional Experience:

Senior Technical Lead – NULogic

May 2025 – Present | Santiago, Chile (On-site)

- Lead backend and commerce engineering across parallel enterprise programs (**Sephora, UPPAbaby, Collectivus**), owning architecture, design decisions, implementation strategy and code quality.
- Shape service boundaries, data models and integration patterns for headless commerce, search, data pipelines and customer-engagement systems built on Spring Boot microservices.
- Work directly with **enterprise client stakeholders** to turn business goals into requirements and delivery roadmaps.
- Own cloud deployments, monitoring and production readiness for high-availability services.
- Introduced **Claude Code and AI-assisted workflows** for prototyping, test generation, refactoring and documentation, with every change verified through code review.

Technical Lead – NULogic

May 2024 – Apr 2025 | Chennai, India (Remote)

- Led backend engineering for NULogic's **Sephora** delivery, including Commercetools catalog, pricing and inventory services.
- Drove microservices adoption with Spring Boot and RESTful APIs; supported Azure deployments, CI/CD pipelines and monitoring.
- Mentored engineers, ran design and code reviews, and set the standard for low-level designs and unit tests.

Senior Software Engineer – NULogic

Aug 2022 – Apr 2024 | Chennai, India (Remote)

- Built backend services for NULogic's enterprise commerce clients **Wild Fork and Express**.
- Delivered **Google Retail Search from scratch** for Express web and mobile (**+30% search conversion**), plus Commercetools catalog, pricing, discount, cart and checkout services.
- Cut Express API response times by **3x+** with **Redis caching**; built on AWS with CI/CD pipelines and monitoring.

Senior Software Engineer II – Altimetrik (client: PayPal)

Aug 2021 – Jul 2022 | Chennai, India (Remote)

- Built resilient Java microservices for PayPal's core **authentication and authorization** platform, holding **p99 latency under 50 ms**, with circuit breakers, idempotency and secure token propagation.
- Designed **Redis session clustering across multiple data centers** and **Cassandra** data models for high-throughput token storage; kept modules **PCI-DSS** compliant.

Software Engineer (Business Analyst designation) – Crown Solutions India Pvt Ltd (client: Macy's)

Oct 2020 – Jul 2021 | Chennai, India (On-site)

- Built **guest checkout (~10–20% of orders)**, secure password reset and post-purchase order and address management for macys.com in Java and Spring.
- Turned business requirements into technical specs and REST APIs, and partnered with QA on functional testing.

Engineer – Hifi Technology

Nov 2018 – Sep 2020 | Chennai, India (On-site)

- Built the REST service layer and Hibernate persistence for E-Com Operator Management, a merchant admin platform for insurance plans and health claims; set up its cloud infrastructure from scratch.

Software Engineer (Junior Developer to Full Stack Developer) – IVTL Infoview Technologies

Jul 2016 – Nov 2018 | Chennai, India (On-site)

- Converted a Delphi desktop application into a web application (2 modules solo, 3 with the team), then delivered the HUE ERP approval-flow module and led a team of 4 on its maintenance.

Certifications:

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

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|--|--------------------------------|---|
| • 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

Projects And Details:

Project #1:

Project Title : Sephora
Employer : NULogic
Technologies : Java, Spring Boot, Hibernate, Microservices, Kafka, Azure Batch, Azure Cosmos DB, Commercetools, Drools, Contentful, Epsilon, MySQL, Argo CD
Team Size : 3
Role : Senior Software Engineer → Technical Lead → Senior Technical Lead
Duration : Feb 2024 to Present
Description : Omnichannel beauty commerce platform spanning a Commercetools-powered storefront and a personalized customer-engagement system for large-scale email campaigns.

Responsibilities:

Data Pipelines & Event Streaming:

- Architected **Azure Batch** pipelines for CSV generation and personalized email content across **millions of customer records**, with independent job startup and robust error handling.
- Used **Kafka** as the message queue for **Cosmos DB updates and ruleset updates**, keeping data and business rules in sync across services.
- Led a high-performance email generation system with personalized layouts; built Epsilon templates with AI-driven subject-line optimization.
- Built a **Contentful**-based content engine that renders layouts dynamically by customer eligibility and segment.
- Cut each pipeline run from **10 hours to 45 minutes** across **~15M customer records** by tuning multi-threaded execution with the **Java Executor framework**, and optimized MySQL design for large-scale data operations.

Commercetools & Digital Commerce:

- Led Commercetools integration for catalog management, pricing and inventory sync; designed REST APIs for products, categories and variants.
- Built real-time product sync pipelines between Commercetools and backend systems; implemented search and filtering with Product Projections and Query APIs.
- Managed cart, checkout and order workflows and integrated third-party services.

Technical Leadership:

- Implemented a **Drools** rule engine for complex business rules and customer targeting; built shared internal libraries reused across microservices.
- Supported DevOps through **Argo CD** pipelines and configuration deployments; wrote LLDs, analysis documents and unit tests, and mentored the team.

Project #2:

Project Title : UPPAbaby
Employer : NULogic (in parallel with Sephora and Collectivus)
Technologies : Java, Spring Boot, Microservices, Commercetools, REST APIs, MySQL, CI/CD
Team Size : 8
Role : Senior Technical Lead
Duration : Jul 2026 to Present
Description : Direct-to-consumer commerce platform for a global maker of premium strollers, car seats and nursery products, serving shoppers across multiple regions with rich product content, accessory compatibility and post-purchase services.

Responsibilities:

Digital Commerce:

- Built headless commerce services on **Commercetools** for catalog, product variants (colors, fabrics, configurations) and pricing across regional storefronts.
- Modeled **product-accessory compatibility** so shoppers see only the parts and add-ons that fit their stroller or car seat.

- Delivered cart, checkout and order workflows with payment, tax and shipping integrations, plus inventory and product sync services.

Customer Experience & Integrations:

- Developed APIs for product registration, warranty and customer-account features.
- Integrated the retailer and dealer locator, CMS content and transactional email services.
- Tuned API performance and caching for high-traffic product launches and seasonal peaks.

Engineering Practice:

- Owned design and code reviews, wrote LLDs and unit tests, and supported CI/CD and production releases.

Project #3:

Project Title : Collectivus
Employer : NULogic (in parallel with Sephora and UPPAbaby)
Technologies : TypeScript, Next.js, Hono on AWS Lambda, Aurora PostgreSQL, Prisma, CloudFront, S3, SES, SST, Terraform
Team Size : 10
Role : Solution Architect
Duration : Jun 2026 to Aug 2026
Description : Judge certification LMS for Fantasy Flight Games, built for Collectivus: programs, courses, exams, a modular certification engine, events and a tournament-organizer job board.

Responsibilities:

Architecture & Leadership:

- 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.

Project #4:

Project Title : Express
Employer : NULogic
Technologies : Java, Spring Boot, Hibernate, Commercetools, Google Retail Search, Elasticsearch, Redis, MySQL, AWS (S3, Lambda, SQS, SNS, CloudWatch), Stripe, PayPal, Adyen
Team Size : 12
Role : Senior Software Engineer
Duration : Jan 2023 to Jan 2024
Description : Headless omnichannel commerce platform for web and mobile with multi-gateway payments, dynamic promotions and SEO-optimized product feeds.

Responsibilities:

Search & Discovery:

- Implemented **Google Retail Search from scratch** for desktop and mobile, improving product discoverability and search relevance: **+30% search conversion**.
- Designed a facet optimization engine for **multi-level faceted navigation**, and built product feeds for search indexing and SEO.
- Integrated **Elasticsearch** for fast search and autocomplete, and tuned ranking logic to improve conversion and user experience.

Commercetools Platform:

- Developed the product catalog (types, variants, attributes, SKUs), category trees and Custom Types/Fields to extend product and order models.
- Built pricing and discount logic with Cart Discounts, Product Discounts and Discount Codes; integrated the Inventory API for real-time multichannel stock.
- Implemented **Subscriptions** for event-driven downstream processing and **API Extensions** for cart and order validation; integrated **Stripe, PayPal and Adyen** payments.

Performance & Engineering:

- Cut API response times by **3x+** and reduced database load with **Redis caching**; designed MySQL schemas for product, search and promotion data.
- Built on **AWS** (S3, Lambda, SQS, SNS, CloudWatch) and contributed to CI/CD, security best practices and data-protection compliance.

Project #5:

Project Title : Wild Fork (MeatMe)
Employer : NULogic
Technologies : Java, J2EE, Spring, Hibernate, Commercetools, REST APIs, JWT, MySQL
Team Size : 10
Role : Senior Software Engineer
Duration : Aug 2022 to Jan 2023
Description : Direct-to-consumer platform for premium meat and seafood, controlling the supply chain from farm to fork, with Commercetools powering catalog, shopping and checkout across web and mobile.

Responsibilities:

Commercetools Product Management:

- Built REST APIs on **Commercetools Product Projections** for categories, SKUs, assets and attributes.
- Modeled a catalog of **thousands of SKUs** with product-type schemas (cut, weight, origin, freshness), category hierarchies and variant management for weights and pack sizes; built real-time inventory sync.

Authentication & Checkout:

- Built a secure login flow with **JWT access and refresh tokens**, cross-device sessions, password reset, account verification and **multi-factor authentication**.
- Designed a dynamic checkout (standard, express, subscription) with real-time shipping rates and delivery-date estimates.
- Integrated payments with secure tokenization and **PCI-compliant** data handling; built order completion with inventory reservation and payment capture.

Technical Contributions:

- Led requirements sessions with stakeholders, designed MySQL schemas, reviewed code and mentored junior developers.

Project #6:

Project Title : PayPal
Employer : Altimetrik
Technologies : Java, J2EE, Spring, Hibernate, Microservices, Redis, Cassandra, REST APIs, JUnit
Team Size : 30
Role : Senior Software Engineer II
Duration : Aug 2021 to Jul 2022
Description : One of the world's largest online payment systems, processing billions of transactions across many countries. Worked on the core authentication and authorization modules.

Responsibilities:

Microservices Architecture:

- Built microservice integrations for distributed authentication and authorization, with secure service-to-service token propagation and API gateway integration.
- Held **p99 latency under 50 ms**; implemented **circuit breakers** for graceful degradation and **idempotency** handling to prevent duplicate processing of critical authorization operations.

Caching, Data & Security:

- Implemented distributed **Redis** caching for sessions and tokens, with **session clustering across multiple data centers**, cache invalidation for real-time revocation and tuned TTLs.
- Designed **Cassandra** data models and partitioning for high-throughput token storage.
- Built monitoring and alerting for authentication failures and suspicious activity; ensured **PCI-DSS** and financial-industry compliance.

Quality & Delivery:

- Wrote JUnit, functional, integration and regression suites for authorization flows and failure scenarios; documented API specifications and contributed to CI/CD.

Project #7:

Project Title : Macy's
Employer : Crown Solutions India Pvt Ltd
Technologies : Java, J2EE, Spring, JDBC, Web Services, REST APIs, MySQL
Team Size : 2
Role : Software Engineer
Duration : Oct 2020 to Jul 2021
Description : Leading American department store with ~640 locations across 43 states and customers in 100+ international destinations through macys.com.

Responsibilities:

Checkout, Accounts & Orders:

- Built the **guest checkout** flow, which handled **~10–20% of orders**, with session-based cart persistence, address validation, order review and confirmation emails, optimized to reduce cart abandonment.
- Built secure password reset with single-use expiring tokens, password-policy enforcement, account recovery and security audit logging.
- Built post-purchase order and address changes, **USPS address validation**, split shipments and order-status notifications.
- Developed RESTful services, optimized MySQL queries and wrote unit tests.

Project #8:

Project Title : E-Com Operator Management
Employer : Hifi Technology
Technologies : J2EE, Spring MVC, Hibernate, Web Services, REST APIs, Oracle
Team Size : 12
Role : Java Developer
Duration : Nov 2018 to Sep 2020
Description : Web-based admin platform giving merchants end-to-end access to customer plans, insurance and medical-coverage membership, health claims and claims administration.

Responsibilities:

Key Contributions:

- Developed the REST service layer bottom-up and wrote Hibernate persistence using Service and DAO patterns; integrated Spring MVC with web services on Oracle.
- Set up the project's cloud infrastructure from scratch.

Project #9:

Project Title : HUE (High Usability Environment) and CJK / CSR
Employer : IVTL Infoview Technologies
Technologies : J2EE, Spring MVC, Hibernate, Web Services, MySQL, Oracle, Tomcat
Team Size : 5 (HUE), 10 (CJK / CSR)
Role : Full Stack Developer (HUE), Junior Developer (CJK / CSR)
Duration : Jul 2016 to Nov 2018
Description : HUE ERP product, and conversion of the CJK / CSR Delphi desktop application (inventory, data storage and equipment control) into a web application.

Responsibilities:

Key Contributions:

- Delivered the HUE **approval-flow module** end to end, on time with no performance backlog, and **led a team of 4** on its process maintenance.
- Built 2 CJK / CSR modules independently and 3 with the team; designed MySQL databases and deployed on Tomcat.
- Developed web-service calls and Hibernate data access; supported code reviews, bug fixing and production releases.

Educational Qualifications:

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