

AVINASH GUPTA

Lead Software Engineer • Backend • Search

Noida, India • avinashat2011@gmail.com

linkedin.com/in/avinashgupta2011 • technodrifter.com

SUMMARY

Backend engineer with nearly 10 years building high-throughput, security-sensitive systems in Ruby on Rails and Go. Currently leading engineering at MINE2 on a next-gen cyber deception platform — designing honeytokens, deception agents, and SIEM/Jira integrations. Previously at RedDoorz, led the search division: architected the RedSearch microservice (largest throughput in the company, 50% latency reduction), built an LLM-powered customer support chatbot with backend function-calling, and mentored a team of 3. Strong track record taking systems from PoC to production at scale, optimising for cost, latency, and reliability.

EXPERIENCE

MINE2 • Lead Software Engineer Jan 2025 – Present | Delhi, India

Founding engineer building a next-generation cyber deception suite from scratch.

- Architected and shipped the core deception platform — honeypoint types, deployment agents, and the central control console — taking the product from zero to a deployable suite.
- Researched and implemented **40+ honeypoint variants** (cloud credentials, database creds, source-code artifacts, document lures) with tamper-detection and exfiltration tracking.
- Built Go-based binary agents for automated honeypoint deployment, plus **100+ fortification checks** for environment hardening and detection coverage validation.
- Designed and built the Deception Control Console (Rails) for managing deployments, alerts, and forensic timelines across customer environments.
- Shipped integrations with SIEM platforms, Jira, and notification channels (Slack/Email/Webhook) so detections flow directly into customer incident-response workflows.
- Own the company's public website and product marketing surface end-to-end.

RedDoorz (Commeasure) • Lead — Direct Backend Apr 2024 – Dec 2024 | Noida, India

- Led sprint delivery end-to-end for the Direct booking vertical — from scoping and planning through code review to production releases.
- Built an **LLM-powered customer support chatbot** with backend function-calling — booking lookups, cancellations, and modifications executed directly from chat, reducing L1 ticket load on the support team.
- Migrated background job workload from Heroku to AWS, cutting hosting cost and removing scaling ceilings.
- Migrated high-load job pipelines from Sidekiq (Redis) to Sneakers (RabbitMQ), improving throughput stability under spikes.
- Ran internal training sessions for new engineers on Rails, Elasticsearch, and system-design fundamentals.

RedDoorz (Commeasure) • Senior Associate Lead — Search Apr 2021 – Mar 2024 | Noida, India

- Led a **team of 3 engineers** in the Search division — mentoring, code review, hiring input, and roadmap ownership.
- Implemented real-time search personalisation, driving a **15% lift in booking conversions**.

- Built "MoneyInBank" — a revenue/commission calculator powering BI dashboards used in weekly business reviews.
- Built an in-house OKR tracking tool (Go + Gin + GORM), retiring the paid SaaS the company was using and eliminating that line item.
- Managed Data Warehouse projects during a team gap, then onboarded and trained the replacement team for a clean handover.

RedDoorz (Commeasure) • Senior Software Engineer*Apr 2019 – Mar 2021 | Noida, India*

- Designed and led development of **RedSearch**, the search microservice now handling the highest throughput at RedDoorz — average API response time cut from **300ms to 150ms (~50%)**.
- Achieved a **90% reduction in request timeouts** and **up to 90% server-cost savings** on targeted applications through query, caching, and infra optimisations.
- Built rate-plan-driven inventory management, eliminating duplicate pricing/inventory pipelines and simplifying the channel-manager integration surface.
- Migrated deployment infrastructure to the Tokyo region to improve end-user response times for the company's largest market.

RedDoorz (Commeasure) • Software Engineer*Jun 2018 – Mar 2019 | Noida, India*

- Designed and shipped the **Club Membership module**, contributing a **20% lift in ancillary revenue**.
- Built "RedEagle", a lead-generation tool that improved Business Development team productivity through scoring logic and Google Maps visualisation.
- Hardened Search stability through Elasticsearch version upgrades, mapping refactors, and field-level optimisations.
- Built a WordPress → MySQL data parser to migrate legacy blog content into the new platform.

Pratishthan Software Ventures • Software Engineer*Aug 2016 – May 2018 | Bangalore, India*

- Engineered a multi-tenant SaaS platform for hotel-chain operations — Angular 2 front-end with a Rails API-only backend.
- Owned the Resource & Reservation module in the Hospitality & Entertainment Management System (rooms, party halls, integrations).
- Built core Billing Management functionality: order placement, payments, advances, cancellations, and shipping flows.
- Primary contributor to the in-house application framework on top of Ruby on Rails, including a generic notification system (email/SMS/API channels).

TECHNICAL SKILLS

Languages: Ruby, Go, JavaScript, SQL

Frameworks: Ruby on Rails, Gin (Go), GORM

Search & Data: Elasticsearch, MySQL, PostgreSQL, Redshift, MongoDB, Redis

Messaging & Jobs: Sidekiq (Redis), Sneakers (RabbitMQ), AWS SQS

Cloud & DevOps: AWS (EC2, ECS, Lambda), Heroku, Docker

AI / LLM: OpenAI APIs, function-calling, fine-tuning, prompt engineering, RAG patterns

Security: Cyber deception, honeytokens, Akamai, Burp Suite, SIEM integrations

Integrations: Google APIs, GHA, ARI, Jira, Slack, OpenAI

SELECTED PROJECTS

RedSearch — Search microservice handling the largest throughput at RedDoorz; reduced p50 latency by ~50%.

RedPlaces — Cost-efficient location autosuggest using Elasticsearch Edge N-grams, replacing Google Autosuggest spend.

RedEagle — Lead-generation tool with scoring logic and Google Maps visualisation for the BD team.

RedOKR — In-house OKR tracker (Go / Gin / GORM); replaced a paid SaaS line-item.

ReddoorzBlog — WordPress → Rails migration with an Elasticsearch-powered blog index and post caching.

Autosleep (Personal) — Heroku utility that auto-sleeps idle dynos by monitoring syslog drains.

EDUCATION

B.Tech — Swami Keshvanand Institute of Technology *Aug 2012 – May 2016 | Jaipur, India*