

ANOOP SOMAN

Engineering Manager | Full-Stack Product Engineering | Team Building

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SUMMARY

Engineering leader with 15+ years building customer-facing web and SaaS products and scaling the teams and organizations behind them. Director of Engineering leading a 65+ person org at a startup — now targeting Senior Engineering Manager scope at a larger company, where the org, product surface, and technical bar are a different kind of challenge. Spent the past several months building and shipping independent projects hands-on — detailed below — while targeting the right next Engineering Manager role. Track record spans frontend, backend, QA, and platform teams, with direct ownership of frontend architecture, release engineering, and engineering culture. Helped take Entropik from early-stage startup to Series B (\$25.5M raised) while supporting enterprise customers across 120+ countries.

HIGHLIGHTS

- Grew the Entropik engineering org from 20 to 65+ people across frontend, backend, QA, and platform.
- Moved sprint predictability from roughly 60% to 85% by switching to a pod-based ownership model.
- Cut customer-reported defects by over a third in 12 months through tighter release governance.
- Brought attrition down from 20% to 10% through structured mentoring and career-growth conversations.

CORE COMPETENCIES

Leadership & Process: Engineering Management, Org Design & Scaling, Hiring & Interviewing, Cross-functional Partnership (Product/Design/Analytics), Delivery Predictability, Agile/Scrum, Mentoring & Career Development, Release Governance, DORA Metrics

Technical: React, Angular, TypeScript, Node.js, Microfrontends, Architecture Reviews, CI/CD, AWS, Cloud Cost Optimization, REST APIs

PROFESSIONAL EXPERIENCE

Entropik — AI startup building emotion & predictive insights products on multimodal AI, 2019–2025

Director of Engineering May 2024 – Jan 2025

- Owned engineering delivery across a portfolio spanning maintenance, growth, and 0→1 products, leading through a layer of managers and architects covering frontend, backend, QA, and platform.
- Ran the hiring plan behind the org's 3x growth — wrote the roles, ran interview loops, and built the onboarding process that got new hires productive faster.
- Introduced a pod-based delivery model where each pod owned a product area end-to-end, which is what moved sprint predictability from ~60% to ~85%.
- Worked closely with our architects on an AWS cost optimization initiative — environment rationalization and infrastructure consolidation — that cut cloud spend without hurting reliability.
- Partnered directly with PMs and execs to get MVPs out faster without cutting corners on quality.
- Rebuilt how we thought about attrition — regular career conversations and real promotion paths brought attrition from 20% down to 10%.

Associate Director of Engineering Jul 2022 – May 2024

- Ran delivery across two SaaS products at once — Media Research (Shopper, Ad, Interview) and UX Research (UX flow testing) — different roadmaps and stakeholders, same quality bar.
- Cut customer-reported defects by 35% over 12 months by tightening release discipline and adding quality gates before ship.
- Introduced LinearB to track DORA metrics, PR review turnaround, and cycle time, using the insights to establish reviewer rotation, smaller PR guidelines, and review SLAs that improved delivery predictability and reduced review bottlenecks.
- Rolled out Datadog RUM across frontend applications to monitor Core Web Vitals, page performance, and JavaScript errors in production. Used session replays and trace correlation to identify user-impacting regressions quickly, reducing time to diagnose production incidents.
- Set engineering OKRs around predictability, quality, and uptime, and reviewed progress against them monthly with the leads.

- Led architecture reviews and technical decision-making on the frontend platform, focused on data flow, integration boundaries, and API contracts between client and backend teams, across both products.
- Participated in production incident reviews, root cause analysis, and postmortems to improve system reliability and engineering practices.
- Mentored engineering leads across frontend, backend, and QA.
- Stayed technically close to the ground by personally running or reviewing technical POCs each quarter — including cobrowsing (Surfly) and video/audio infrastructure (Jitsi, 100ms) — even as portfolio scope grew.
- Shipped product work for global brands across retail, QSR, and consumer tech, including GCash, Mondelez, KFC, and TikTok.

Frontend Architect Jul 2019 – Jul 2022

- Owned the redesign of the client-side facial and eye-tracking capture pipeline — replaced slow, failure-prone end-of-session blob uploads with a WASM module (built with a C++ engineer on the team) that streamed facial metrics client-side every second — and later owned the resulting capture SDK end to end.
- Led architecture and delivery of Angular-based web apps, later evolving into a microfrontend architecture as the product surface grew.
- Built the ElectronJS desktop app to support Bluetooth-based EEG device detection, while eye-tracking and facial detection ran in-browser via WebRTC on the web app.
- Built a reusable component framework that cut duplicated frontend work by around 40%.
- Simplified the build pipeline and cut build times by around 30%, which showed up directly in day-to-day developer productivity.
- Supported testing and validation of ML models behind patented multimodal emotion-recognition work (granted 2023).

Railsdata Pvt. Ltd. — May 2012 – Jul 2019 · Senior Software Engineer → Technical Analyst

- Built enterprise web applications using Ruby on Rails, SASS/SCSS, and CMS platforms.
- Improved on-time delivery by 25% and operational efficiency by 15% by tightening up Agile and CI/CD practices.
- Led a frontend team modernizing analytics and customer-facing platforms.
- Worked directly with globally distributed stakeholders and enterprise customers.
- Designed and built enterprise portals and business applications for international clients.

Raw Engineering Pvt. Ltd. — Mar 2008 – Apr 2012 · Senior Web Engineer / Frontend Lead

- Built customer-facing applications with JavaScript, HTML, CSS, PHP MVC frameworks, WordPress, and Ruby on Rails.
- Promoted to Frontend Lead; mentored junior engineers and coordinated project delivery.
- Built real-time interactive web experiences shown at TUCON and TIBCO NOW conferences.

INDEPENDENT ENGINEERING

- Built Hueglint — An open-source heatmap library (published as @hueglint/core and @hueglint/react on npm) architected as a framework-agnostic core engine with a thin React binding — every chart ships CVD-safe, perceptually-uniform color palettes, full keyboard navigation via roving tabindex, a live-synced ARIA data table, and native diff-mode comparison on a colorblind-safe diverging scale, with axe-core gating the test suite in CI. github.com/umbrova/hueglint
- Built Ladderline — An open-source, local-first CLI that logs evidence of a report's (or your own) work as it happens and assembles it into a grounded case for promotion cycles — plain YAML/Markdown storage, no database, a pure core-logic layer fully covered by tests. github.com/umbrova/ladderline
- Built Trailvine — An open-source SVG timeline/route generator, extracted from a portfolio project into a standalone library — a framework-agnostic core with thin bindings for React and vanilla JS, letting you shape a curve through a set of points and get back real, usable path code. github.com/umbrova/trailvine
- Built Lastleaf — A Chrome extension that clusters closed tabs by topic using local NLP and proxies anonymized usage counters through a private serverless endpoint to keep the analytics token off the client. [Chrome Web Store](#)
- Across these independent projects, architecture, caching strategy, fallback ordering, rate-limit behavior, and validation logic were all my own design decisions, using modern dev tooling to move faster.

More at anoopsmn.github.io/building

Stack: React, TypeScript, Node.js, Hono, Vite, Zod, Redis (Upstash), Vercel serverless functions, Chrome Extension APIs (MV3), Astro, pnpm/Turborepo monorepos, Vitest

EDUCATION

Master of Computer Applications (MCA), Mumbai University