

SOMASHEKAR GOWDA

PRODUCT ENGINEER / SENIOR FRONTEND ENGINEER

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SUMMARY

Product-minded Software Engineer with 13 years of overall experience, including 8+ years in the US, building customer-facing web applications for enterprise organizations. Experienced in collaborating with product managers, UX designers, engineering teams, and business stakeholders to deliver scalable digital products.

PROFESSIONAL SKILLS

Product Strategy
Cross-functional Leadership

A/B Testing
OpenObserve

TECHNICAL SKILLS

AI-Powered Personalization
Responsive Design

GraphQL
Microservices

PROFESSIONAL EXPERIENCE

Product Engineer / Senior Frontend Engineer (Contract: Walmart) Oct 2025 – May 2026

- Led the delivery of a **license plate-based vehicle search** experience, improving customer lookup efficiency and search accuracy.
- Collaborated with cross-functional teams to enhance vehicle **search using additional attributes** such as bed length and aspiration, improving product discoverability.

Product Engineer / Senior Frontend Engineer (Contract: Sam's Club) May 2018 – Aug 2025

- Drove the **Sponsor Membership** initiative by coordinating across Product, Engineering, Content, and Business teams to enable employer-sponsored memberships.
- Partnered with Content, Promotions, Payments, and Platform teams to launch targeted **membership promotions** and streamline customer acquisition journeys.
- Delivered a configurable promotions framework that enabled business teams to **update promotional content** without engineering involvement.
- Introduced a **label-driven content strategy**, enabling dynamic content visibility and greater flexibility across membership experiences.
- Led the delivery of a **One-Click Renewal experience**, simplifying membership renewals and reducing customer effort.
- Partnered with engineering teams to enhance GraphQL capabilities and support cookie-based A/B testing for controlled feature rollouts and product validation.
- Led the strategy and delivery of **AI-driven personalization** features that leveraged customer behavioral data to surface relevant membership perks and enhance customer retention.

Frontend Engineer (Contract: Cisco) May 2017 – Feb 2018

- Contributed to the development of Cisco's Application Centric Cloud (ACC) solution by translating business requirements into scalable product capabilities and intuitive user experiences.

LEADERSHIP & COMMUNITY INVOLVEMENT

- Core Committee Member for VPA National Convention, leading multiple workstreams including publicity, website, stage design, and event operations.
- Food Committee Chair for KKNC, managing vendor partnerships, logistics, and attendee dining experiences for large-scale community events.

EDUCATION

- Masters in software engineering 2016
 - (International Technological University (ITU), USA)
- Bachelor of Engineering – Information Science 2008
 - (Visvesvaraya Technological University (VTU), India)