

Suganth Gopal

Full-Stack Software Engineer | Node.js, TypeScript, React, Ruby on Rails

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Summary

Full-stack Software Engineer with 2.5 years of experience building scalable, multi-tenant SaaS applications using Node.js, TypeScript, React, Ruby on Rails, and PostgreSQL. At Casa Retail AI, developed production CRM and marketing automation systems, including campaign engines, Kafka-based event pipelines, WhatsApp integrations, and customer-support platforms. Improved campaign delivery performance by 10× (5 hours to 30 minutes), with hands-on experience across backend architecture, distributed systems, and frontend development.

Core Skills

Languages	TypeScript, JavaScript (Node.js), Ruby, SQL, Python
Backend	Node.js, Express, Ruby on Rails, Sequelize, REST APIs, Webhooks, Spree Commerce
Frontend	React, TypeScript, Progressive Web Apps (PWA), dashboards and report builders
Data & Streaming	PostgreSQL, ClickHouse, Kafka, Redis, pgvector, ETL / data transformers; working knowledge of Elasticsearch
Infra & DevOps	Docker, Kubernetes, AWS, CI/CD, Git, Linux, cron schedulers
AI	LLM applications, RAG, tool calling, model routing, Claude Code, spec-driven development
Practices	Multi-tenant SaaS, event-driven architecture, REST API design, database schema design and indexing, code review, Agile

Experience

Product Engineer (Full-Stack) | Casa Retail AI Apr 2024 – Present

Multi-tenant customer engagement, CRM and marketing-automation SaaS for retail brands

- Lead contributor to the rules and campaign engine: cohort and journey campaign actions, customer-data APIs over ClickHouse, and helpdesk integration. Reworked campaign execution into batched sends, cutting delivery to a brand’s full customer list from about **5 hours to 30 minutes (10x faster)**. *(Node.js, TypeScript, Express, Sequelize, PostgreSQL, ClickHouse)*
- Top contributor to the customer-support helpdesk, a heavily customised Zammad fork: role-based field access control, automatic customer creation from email, WhatsApp and store receipts, agent messaging and ticket state management, linked to CRM campaigns and journeys. *(Ruby on Rails, PostgreSQL)*
- Built WhatsApp Business API integrations for **3 providers** end to end across the message engine, API server and dashboard: template and carousel messages, delivery-report webhooks, error capture and retries; messages blocked by telecom quiet hours are held and sent later. *(Kafka, Node.js, React, Webhooks)*
- Built Kafka-to-ClickHouse live-sync pipelines streaming ticket, loyalty and offer events from PostgreSQL, with batch backfill migrations, cron schedulers and tests, powering real-time reporting. *(Node.js, TypeScript, Kafka, ClickHouse, PostgreSQL)*
- Built and optimised a product-sync platform that pulls catalogues from store billing systems (SAP, Wondersoft, Metro): CSV workers, batch processing, tenant-level parallelism so **large brands never slow down smaller ones**, and faster PostgreSQL-to-ClickHouse transformers; replaced manual spreadsheet uploads during client onboarding. *(Ruby on Rails, PostgreSQL, ClickHouse)*
- Delivered B2B commerce features for an enterprise retail client: blister-pack ordering across cart, wishlist and product pages, bulk-order validation, category handling and order reports. *(Ruby on Rails, Spree Commerce)*
- Built React dashboards used by every client brand: KPI reports, date-range logic, store performance and repeat-buyer insights, and the WhatsApp provider configuration screens. *(React, TypeScript)*
- Built the customer PWA authentication flow and app-config system: OTP sign-up, set-password and login APIs, store-user APIs and JOLT data transformers. *(Node.js, Express, Sequelize, React)*
- Work spec-first with AI coding agents: write a spec before each change, validate tenant-specific behaviour in seeded sandboxes, review every line shipped, and maintain the context graph agents use to plan changes. *(Claude Code, spec-driven development)*

- Built features for the campaign engine that sends automated, targeted offers to retail brands’ customers. *(Node.js, TypeScript)*
- Developed performance reports in the dashboard used by every client brand. *(React, TypeScript)*

Projects

ReplyX, open-source multi-tenant AI helpdesk | github.com/suganthugi/replyx | replyx.suganth.me

2026

- Open-source helpdesk with real-time customer chat, SLA tracking, automation rules and row-level tenant isolation in PostgreSQL.
- AI assistant that answers from each tenant’s policies using RAG (pgvector), calls tools to look up live orders, and routes requests to different LLMs by complexity to balance cost and quality. *(TypeScript, PostgreSQL, pgvector, LLM APIs)*

Education

B.E., Computer Science and Engineering | Kongu Engineering College, Tamil Nadu

2020 – 2024

Highlights

Integrations	SAP, Wondersoft, Metro, 3 WhatsApp Business API providers, Spree Commerce
Impact	Campaign delivery 10x faster (5 hours to 30 minutes); catalogue onboarding automated from billing systems
Open source	ReplyX, multi-tenant AI helpdesk (github.com/suganthugi/replyx)