

MOHIT SHRIVASTAVA

TECHNOLOGY LEADERSHIP, FULL-STACK ENGINEERING, APPLIED AI AND SEARCH DISCOVERY

Technology Leadership | Full-Stack Engineering, Applied AI and Search Discovery

19+ years across software delivery and platform operations, with people and technical leadership since 2013.

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Head of IT at Free Malaysia Today and previously Head of Technology at Accenture, combining technology leadership with hands-on software delivery. Builds and operates national-scale platforms, develops engineers and translates business needs into working systems. Founder of Tassenger and Mastroify, spanning shipped web and native products, production AI workflows and publishing automation.

— CAPABILITIES AND SELECTED DELIVERY

Engineering leadership and delivery

Owns FMT's platform roadmap, budget, vendors and delivery for **8.5M monthly active users**, with earlier client-facing technology leadership at Accenture. Managed Custommedia's R&D engineers through hiring, work allocation, code review and mentoring. Combines solution shaping, estimates and staffing models with hands-on implementation and production decisions.

Frontend and product interfaces

Builds React, Next.js and TypeScript interfaces at FMT, with reusable component composition, state and data-fetching patterns; reduced page load from **4.2s to 1.3s**. Delivered Angular applications, Vue.js customer and admin interfaces at OPPA Travel, and pixel-perfect Figma implementation for Changi Airport.

Backend, databases and integrations

Designs Node.js APIs, Express and NestJS services, GraphQL read paths and PostgreSQL workflows. FMT's direct-MySQL gateway took validated reads from **about 700ms to under 10ms**. Built Tassenger's backend-authoritative, multi-tenant core with permissions and transactional-outbox delivery. Operates GCP, Docker and Kubernetes workloads, with earlier AWS architecture at Accenture.

Enterprise applications: C#/.NET and PHP

Delivered C#/.NET applications across Custommedia, Kerry and IRIS from 2012 to 2021: warehouse modernisation delivering **100 percent inventory accuracy and 20x faster rework**, and a shipped Blazor identity application for AIA. Core PHP delivery at VNS covered payments and Salesforce integration. Connects enterprise services and data with the interfaces operators use.

Applied AI and engineering automation

Builds Mastroify's production LLM publishing workflows: **about 200 posts per day across 11 platforms**, with task-tiered model selection, deterministic fallback, persisted retries and rate-budget controls, alongside resumable Python media automation. Sets FMT's AI-assisted development standards and reviews engineers' output. Ready to deploy retrieval-augmented generation and agent-orchestration workflows with the same emphasis on verification, failure handling and cost control.

Search discovery: SEO, AEO and GEO

Owns FMT's technical SEO and structured-data layer, spanning sitemaps, feeds, Discover optimisation and search analytics; organic share increased from **40 percent to 68 percent** between 2023 and 2026. Monitors AI-answer presence across ChatGPT, Perplexity and Gemini. Ready to deploy broader AEO/GEO programmes connecting content discoverability, citation monitoring and customer intent.

MCA, Sikkim Manipal University | BIT, Manipal Academy of Higher Education

Portfolio | Case studies | GitHub | Tassenger | Mastroify

Free Malaysia Today

Head of IT | Nov 2023 - Present

- > Owns architecture, roadmap, vendors, budget, security and delivery for a national platform serving **8.5M monthly active users**. Reports to the Managing Director and works directly with the Chairman, CEO and COO.
- > FMT's CMS is WordPress; its WPGraphQL v1.0.70 read layer was the bottleneck. Designed a CMS-decoupled gateway that reads MySQL directly, bypassing WordPress and the plugin on the read path, taking validated reads from **about 700ms to under 10ms**.
- > Reduced page load from **4.2s to 1.3s** with Good Core Web Vitals. Platform outcomes include 35 percent lower bounce rate, 45 percent higher session engagement and recirculation from about 1 percent to more than 20 percent.
- > Owns the technical SEO and structured-data layer, sitemaps, feeds and Discover optimisation for an archive of about 750,000 articles. Organic share grew from **40 percent to 68 percent** between 2023 and 2026. Monitors AI Overviews' pressure on informational click-through and Discover overtaking Search as the primary referrer.
- > Partners with REV's ad-operations team to implement ad slots and programmatic placements, keeping Core Web Vitals Good with ads loading. Implemented a Chartbeat-to-MongoDB analytics job powering Most Viewed and trending content.
- > Cut cloud infrastructure spend by **more than 60 percent** while traffic kept growing, held for over a year. Handles production troubleshooting through spikes past 10,000 concurrent readers, with Sentry and Google Cloud Logging.
- > Built the YouTube-native Video CMS using Next.js, MongoDB and WebSub: 33K+ videos, 2M+ daily views and RM0/month run cost for the CMS, avoiding an approximately RM500K/year vendor path.
- > Set up FMT's Google Cloud Build pipeline: container build, versioned image push and blue/green deployment to Cloud Run, with a multi-stage Docker build running as non-root. Supports **zero-downtime deployments**.
- > Selects, directs and reviews vendor web and React Native mobile developers. Developed the operations coordinator into ownership of management reporting. Set the standards under which FMT's vendor and in-house engineers use Claude Code and Codex, and reviews their output.

STACK React | Next.js | TypeScript | Node.js | GraphQL | WordPress | MySQL | MongoDB | Prisma | Tailwind | GCP | Cloud Run | Docker | Kubernetes | Cloudflare | Sentry

Accenture

Head of Technology | Sep 2021 - Jun 2023

- > At Accenture, led a **12-person** cross-functional team (about 20 with extended squad roles).
- > Built the Aircraft Flow 360 frontend and real-time data layer for Changi Airport using React, TypeScript and AppSync subscriptions, supporting turnaround-delay prediction. Implemented pixel-perfect interfaces from Figma designs. Delivered Krungthai Bank webviews for Paotang Pay across iOS, Android and Huawei.
- > Personally authored AWS-native microservices architecture, connecting application services, identity, messaging, scaling and observability. Prepared ADM effort estimates and onshore, offshore and nearshore staffing models; authored and presented technology proposals and business cases.
- > Delivered Careerverse, Accenture's virtual career fair, using React, Babylon.js and microservices, with 20 percent higher candidate participation. Worked across Agile/Scrum delivery and architecture discussions.
- > Worked hands-on with Jenkins, GitHub Actions and GitLab CI at Accenture and IRIS within CI/CD pipelines architected by other teams.

STACK React | Angular | TypeScript | Redux | Redux Saga | AWS Amplify | AppSync | WebSockets | Lambda | DynamoDB | Cognito | S3 | OAuth 2.0 | Figma | Sass/SCSS | Styled Components

EDUCATION AND CERTIFICATIONS

Master of Computer Applications (MCA) | Sikkim Manipal University | 2004 - 2006

Bachelor of Information Technology (BIT) | Manipal Academy of Higher Education | 2000 - 2003

ISTQB Certified Tester, Foundation Level

IREB Certified Professional for Requirements Engineering, Foundation Level

IRIS Corporation Berhad

Senior Engineer | May 2020 - Jun 2021

- > Built and shipped a Blazor application on ASP.NET Core for AIA's biometric identity workflows: MYKAD capture, live-fingerprint verification and Active Directory access management with OpenID Connect/SSO. The application remains in production.
- > Modernised AIA Web APIs with ASP.NET Core and Razor Pages; the revamped APIs were **about 80 percent faster**.
- > Built geoTIME workforce software with Angular, .NET Web API and SQL Server, translating operational requirements into web interfaces and services.

STACK C# | Blazor | ASP.NET Core | Razor Pages | Entity Framework | Angular | SQL Server | Active Directory | OpenID Connect | SSO | Ant Design | Sass/SCSS | Jira

Kerry Logistics

Senior Software Engineer | Jul 2019 - Feb 2020

- > Re-architected the warehouse management platform for **100 percent inventory accuracy** and **20x faster rework**, working across its C#.NET Core application, WPF interfaces, WCF services and SQL Server data.
- > Worked with the Hong Kong business team on warehouse workflows and enterprise application access, including SSO.

STACK C# | .NET Core | WPF | XAML | WCF | SQL Server | SSO | Jira

Custommedia

System Technologist | Apr 2012 - Apr 2019

- > Built and evolved an industrial IoT middleware platform with MQTT, .NET, WPF, WCF and Angular, enabling M2M interoperability, real-time triggers and physical actuation. Led architecture and integration decisions across devices, services and business systems.
- > Managed the R&D team of **3 to 4 engineers** from 2013 to April 2019: interviewing and hiring, work allocation, code review and mentoring of fresh graduates.
- > Built Smart Training as a solo delivery using Angular, Node.js, Express and .NET services. Ran test-driven development with the R&D team for about nine months and used Jest for automated testing.

STACK C# | .NET | .NET Core | WPF | WCF | ASP.NET Web API | Entity Framework | Angular | Node.js | Express | MQTT | SQL Server | Jest | Webpack | Babel | Bootstrap | Sass/SCSS

VNS Pvt Ltd

Web Developer | 2011 - 2012

- > Built Help PC Online's registration, payment processing and Salesforce CRM integration in core PHP, MySQL and SOAP. SEO work increased traffic by **about 200 percent**.

STACK Core PHP | MySQL | Salesforce | SOAP | Payment APIs

GeoMapTech

Software Engineer | 2008 - 2010

- > Built Jiwaji University's online admission and results system and personally trained principals or representatives of **about forty affiliated colleges** during the early-2009 rollout, reported by Dainik Bhaskar.
- > Delivered GIS land-record systems for Kerala and Karnataka and birth-and-death registration automation for Municipal Corporation Bhilwara.

STACK VB6 | SQL Server | ArcGIS | MapObjects

Apark Softwares

Software Engineer | 2006 - 2008

- > Designed and built a digital on-air graphics and playout scheduling system for DinBhar News, replacing cartridge-based ticker and advertisement hardware at the transmission site with a remotely managed marquee, animated channel branding and a play-next scheduler.
- > Built transport-office licensing automation and Edify school-management software with SMS notifications.

STACK Visual Basic 6.0 | MS Access | SQL Server

Tassenger

Founder and Engineer | 2025 - Present

- > Designed and built a multi-tenant task-and-messaging product spanning **five apps**, solo in about six weeks, with native iOS and Android applications shipped to **both stores**. Made the interaction decisions across mobile and web; prototyped in React Native before moving to SwiftUI and Kotlin/Compose.
- > Implemented backend-authoritative PostgreSQL workflows with permission checks, actor-aware audit records and transactional-outbox delivery, with 128 forward-only migrations and 58 row-level-security policies. Organisations and their groups are isolated by row-level tenancy; clients do not own authorisation decisions.
- > Built owner-approved support access with defined scopes, expiry, revocation and audit events; RPC idempotency keys scoped to actor, function and key; and task workflows with assignment authority, reviewer requirements and policy snapshots.
- > Turned iterative requirements into recorded architecture decisions, change-impact registries and repeatable verification. A single-command verification gate includes 205 native mobile tests and 64 SQL regression suites; denied-access and replay cases exercise important workflow boundaries.
- > Enforced architecture decisions with a code check rejecting specific permanent-polling patterns. Implemented a backend-owned mobile sync policy for bounded fallback, backoff and jitter changes without an app release.
- > Built APNs/FCM delivery with retry classification and dead-token handling, country-routed SMS providers with controlled fallback, and Cloudflare Worker media operations. Account deletion uses queued processing, anonymisation and authentication-residue cleanup.

STACK TypeScript | React | Supabase | PostgreSQL | SwiftUI | Kotlin/Compose | Material3 | Cloudflare Workers | R2 | APNs | FCM | OpenID Connect

Mastroify

Founder and Engineer | 2025 - Present

- > Built a scheduled publishing engine producing **about 200 posts per day** across **11 platforms**. A shared SocialPlatformClient interface separates platform-specific publishing behaviour from orchestration.
- > Uses task-tiered model selection to match generation work to cost, deterministic fallback to keep scheduled output available when an LLM call fails, and persisted retries with per-platform rate-budget guards to handle delivery failures and limits.
- > Built a separate editorial CMS with submission, review, approval and publication stages. Redis/KV pre-generation caching separates repeat serving from generation work; WebSub and IndexNow support publication discovery. Added regression checks for the local calculation engine.
- > Built a Python video-generation and media-automation pipeline using Chatterbox TTS and ffmpeg. Saved stage outputs make failed runs resumable rather than requiring a complete restart; a publication QA gate checks output before release. Daily unattended schedules produced **499 bilingual videos** in about six and a half weeks.

STACK TypeScript | Next.js App Router | Node.js | OpenAI API | Redis/KV | Python | Chatterbox TTS | ffmpeg | launchd | WebSub | IndexNow

OPPA Travel

Freelance Software Engineer | 2024

- > Delivered a production booking platform for OPPO Holiday Sdn Bhd with a NestJS/TypeScript backend and Vue.js customer and admin applications, covering bookings, suppliers, partners, affiliates, promotions and eGHL payments.

STACK NestJS | TypeScript | Vue.js | MongoDB | eGHL

Additional personal projects

Personal projects and assessment | Selected personal work

- > Built urlShortner with Express, MongoDB and Jest; DashView with Express, PostgreSQL and JWT as an Averis take-home assessment; and OrderMgmt (2021 - 2023), a NestJS interview project with an API gateway and four domain services using MongoDB, Docker and Kubernetes. Maintains iamohit.com and built Virtualify and MatchPoint Times web properties.

STACK Express | NestJS | TypeScript | MongoDB | PostgreSQL | JWT | Jest | Next.js | Tailwind | Docker | Kubernetes

Frontend and UI

FMT: React, Next.js Pages Router/ISR, TypeScript, JavaScript, HTML/CSS, Tailwind, SWR/React Query, hooks, Context, Radix/shadcn composition, Zod, react-hook-form, next/image and LRU caching. Accenture: Angular, Redux/Redux Saga, Ant Design, Sass/SCSS, Styled Components and Figma implementation. IRIS: Blazor, Razor Pages. OPPA: Vue.js. Custommedia: Bootstrap, Babel, Webpack. Portfolio: Gatsby (earlier), Astro (experiment).

Backend, enterprise and integration

FMT: Node.js, REST, GraphQL/graphql-yoga. OPPA and OrderMgmt: NestJS. Custommedia and personal projects: Express. IRIS/Custommedia: C#, ASP.NET Core/Web API, Entity Framework, WCF; Kerry: .NET Core, WPF/XAML. VNS: core PHP, Salesforce, SOAP and payment APIs. Custommedia: MQTT/M2M. Accenture: microservices and AppSync WebSocket subscriptions. Earlier roles: Apollo client (practice).

Databases and data access

Tassenger: Supabase PostgreSQL, SQL/RPCs, RLS, migrations and transactional outbox. FMT: MySQL, MongoDB, Prisma over MongoDB, Chartbeat data processing. IRIS/Kerry/Custommedia: SQL Server. Accenture: DynamoDB. Mastroify: Redis/KV. Earlier systems: MS Access, XML/JSON.

Cloud, delivery and operations

FMT: GCP, Cloud Run, Cloud Build, Docker, Kubernetes, Cloudflare, Sentry, Google Cloud Logging and Google Workspace usage. Accenture: AWS Amplify, Lambda, Cognito, SQS, S3, EC2, RDS, IAM, Amazon API Gateway, load-balanced Auto Scaling, CloudWatch and X-Ray; architecture chain: CodeCommit, CodeBuild, CodePipeline, CloudFormation, Elastic Beanstalk. Accenture/IRIS: Jenkins, GitHub Actions, GitLab CI. Tassenger: Cloudflare Workers/R2. Git across current work.

AI, automation and adjacent applications

Mastroify: OpenAI API, task-tiered models, Python automation, Chatterbox TTS, ffmpeg, launchd, Playwright media automation. Daily practice: Claude Code, Codex, Copilot agent mode, Antigravity SKILL.md configuration and Gemini; Vertex AI experimentation. Readiness: RAG, retrieval/vector-store patterns and agent orchestration/frameworks for product workflows; FastAPI-class Python web delivery. Web3/blockchain integration readiness: Solidity, Web3.js, Ethers.js, Hardhat, MetaMask and OpenZeppelin.

Search, publishing and analytics

FMT: WordPress, technical SEO, structured data/JSON-LD, sitemaps, feeds, Google Discover, Search Console, GA4, Chartbeat, Bing Webmaster Tools, Ahrefs, SEMrush, Similarweb, Looker Studio, WooRank, Publisher Center and YouTube API. FMT/Mastroify: WebSub/PubSubHubbub; Mastroify: IndexNow. AEO/GEO readiness builds on manual AI-answer monitoring.

Identity and security

FMT/Accenture: OAuth 2.0. IRIS/Tassenger: OpenID Connect. IRIS/Custommedia/Kerry: SSO; IRIS: Active Directory, MYKAD and live fingerprint verification. DashView assessment: JWT/bcrypt. Tassenger: server-side permission checks, support-access scopes, idempotency and deletion workflows.

Mobile and immersive interfaces

Tassenger: SwiftUI/iOS, Kotlin/Compose/Material3, APNs and FCM; React Native prototype. FMT: React Native delivery leadership and Firebase/FCM notifications. Accenture: iOS/Android/Huawei webviews, Three.js, Babylon.js, WebAR and Unity/XR.

Engineering practice and earlier foundations

Custommedia: Jest and TDD; Tassenger: native tests, SQL suites, ADRs, change-impact registries and verification gate. IRIS/Kerry: Jira. Accenture: Agile/Scrum, estimates and staffing models. GeoMapTech: ArcGIS, MapObjects, VB6; Apark: Visual Basic 6.0. Readiness to adopt further JavaScript/TypeScript frameworks for product requirements.
