

Pushpendra Singh Sodha

Adobe Certified Expert | Adobe Commerce Specialist | Enterprise ERP & Team Lead Experience

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PROFESSIONAL SUMMARY

Senior Software Developer with Tech Lead responsibilities and hands-on Adobe Commerce (Magento 2) specialist with 12+ years of experience designing, developing, and optimizing enterprise e-commerce platforms for international retailers across the UAE, Kuwait, Lebanon, Saudi Arabia, Singapore, Australia, Russia, and the USA. Experienced in Adobe Commerce Cloud, On-Premise, and Open Source, with strong expertise in PHP, custom module development, ERP integrations, payment systems, promotion engines, GraphQL, headless commerce, Multi-Source Inventory, performance optimization, security, and large-scale Magento migrations. Built integrations with SAP, Microsoft Dynamics AX, RabbitMQ, Talon.One, loyalty platforms, payment gateways, delivery partners, and mobile applications. Adobe Certified Expert and Adobe Certified Professional in Adobe Commerce Development, with experience providing technical direction, conducting code reviews, mentoring developers, and owning delivery from requirements through production release.

TECHNICAL SKILLS

Adobe Commerce & Magento: Adobe Commerce Cloud, Adobe Commerce On-Premise, Magento 2, Magento Open Source, Magento architecture, custom module development, EAV, dependency injection, plugins, preferences, observers, indexers, cron, cache, MSI

Backend: PHP, OOP, MySQL, design patterns, reusable modules, scalable backend systems, event-driven architecture, asynchronous processing, RabbitMQ, Magento MessageQueue

APIs & Integration: REST, SOAP, GraphQL schema extension, custom resolvers, SAP, Microsoft Dynamics AX, payment gateways, loyalty platforms, promotion engines, delivery partners, mobile applications

Headless & Frontend: Headless commerce, PWA, React.js, JavaScript, jQuery, KnockoutJS, RequireJS, HTML, CSS, LESS, SCSS, layout XML, custom theme development

Performance & Caching: Redis (cache and session storage), Varnish full-page cache, Fastly CDN, New Relic, PageSpeed Insights, GTmetrix, slow-query analysis, N+1 query optimization, cache and indexer analysis, API performance

Security: Code audits, security hardening, CSP, PCI, XSS and injection remediation

Tools & Version Control: Git, Bitbucket, JIRA, Composer

Leadership & Delivery: Technical leadership, code reviews, mentoring, requirement analysis, estimation, UAT, production support, PSR standards

PROFESSIONAL EXPERIENCE

Senior Software Developer (Tech Lead responsibilities)

Krish TechnoLabs, Remote | Sep 2021 – Present

- Own end-to-end delivery of Adobe Commerce platforms for international clients, covering solution design, custom module development, ERP and data migration, integrations, testing, deployment, and production support.
- Serve as the primary technical point of contact, translating complex business requirements into scalable architecture, technical designs, implementation plans, and delivery decisions.
- Provide technical mentoring, code reviews, production troubleshooting, and implementation support while helping developers follow reusable Magento patterns and engineering standards.
- Establish and enforce Adobe Commerce coding standards, PSR practices, security review processes, code quality guidelines, and UAT ownership across the development lifecycle.
- Lead performance and scalability initiatives using New Relic, Google PageSpeed Insights, and GTmetrix to identify bottlenecks in page rendering, database queries, checkout, and GraphQL API response times.
- Conduct codebase and custom-module audits to identify duplicated logic, dead code, conflicting overrides, security gaps, and maintainability risks, and drive remediation and consolidation.
- Standardize reusable Magento module patterns, including service contracts, repository and API interfaces, UI DataProvider modifiers, and shared implementation approaches across multiple client projects.

Senior Software Developer

Sunarc Technologies, Bikaner | Mar 2014 – Sep 2021

- Designed and implemented RESTful APIs and backend integrations for third-party services supporting Magento 2 stores.
- Diagnosed and resolved architectural, database, and application-performance bottlenecks to improve scalability and platform stability.
- Developed reusable, testable PHP and Magento modules using object-oriented design and Magento best practices.
- Led client-facing requirement analysis and translated business requirements into technical designs, delivery plans, and implementation tasks.
- Mentored junior developers through daily stand-ups, structured code reviews, Git workflows, debugging sessions, and technical guidance.

- Built reusable Magento 1/2 extensions, including Volumetric Shipping (dimensional-weight rates), Split Cart (attribute-based separate checkouts), Free Shipping Goal Sticky Bar, and Category Image & Description Block.

PROJECTS

Grandiose Supermarket, Dubai, United Arab Emirates (Magento Open Source)

- Led code and database performance audits, identified critical bottlenecks, and re-engineered inefficient processing logic to improve execution speed, scalability, and overall Magento performance. Owned backend architecture for an omnichannel grocery and quick-commerce platform supporting online ordering, physical stores, in-store picking, delivery, click-and-collect, and prepared-food operations.
- Engineered a high-volume bulk catalog API that creates and updates products, prices, and multi-source inventory (MSI source items) for up to 20,000 SKUs in a single request. Used targeted cache-tag invalidation and Magento's native partial reindexing of only the affected products instead of full reindexes and cache flushes, and synced only the added or updated records to the third-party search platform, keeping the storefront and search results current without full re-syncs.
- Designed a configuration-driven dual promotion-engine architecture supporting Magento SalesRule and Talon.One with store-level switching and fallback capability. Integrated Talon.One with cart updates, checkout, payment-method changes, order placement, Zinrelo loyalty rewards, cashback, Amasty Store Credit, employee discounts, and multi-rail checkout calculations.
- Architected payment and checkout integrations supporting Payfort, Apple Pay, saved cards, PayTab, customer wallet balance, gift cards, loyalty points, and COD-to-online payment conversion, ensuring consistent payment, discount, loyalty, and order-total calculations.
- Integrated SAP and operational systems across orders, shipments, returns, RMA fees, inventory movements, gift-card reconciliation, financial reconciliation, customer, product, and substitution events using Magento MessageQueue and RabbitMQ. Implemented a separate near-real-time synchronization layer for the order-management and tracking dashboard.
- Re-engineered Magento MSI and fulfillment workflows to improve store-level inventory reservation, stock deduction, shipment processing, and refund handling across multiple physical store sources. Designed picker-based substitution workflows with customer approval, IVR escalation, delivery-slot selection, click-and-collect, geo-polygon serviceability, and self-delivery support.
- Integrated delivery, kitchen, mobile, search, notification, and headless-commerce systems, including Fareye, Loginext, Grubtech, GrandKDS, Picker, Magento GraphQL, Klevu, Elasticsearch, Unifonic, OneSignal, and MoEngage. Implemented queue-based webhook processing, persisted logs, retry mechanisms, failure alerts, deep links, multi-store cart merging, security remediation, custom admin authorization, and technical governance.
- Architected a Google Maps-based geospatial configuration system allowing administrators to draw polygon boundaries, manage website-specific overrides, and associate polygons with zones and areas. Integrated the configuration with inventory and serviceability logic to display location-specific product availability in the mobile application.

Antoine Online, Beirut, Lebanon (Adobe Commerce Cloud)

- Designed and implemented product create, update, and delete APIs with JSON-to-CSV conversion and scheduled import/export processing, including an ERP-based order-import module.
- Delivered two-way ERP synchronization for catalog, customer, and order data with admin monitoring, international phone-number validation, and custom decimal-price formatting.
- Built a custom front-controller router to support clean, SEO-friendly Arabic-language product URLs while bypassing Magento's default URL-key sanitization limitations.
- Extended Magento GraphQL across catalog, customer, checkout, store configuration, compare-list, and product-alert domains to support a headless storefront.
- Diagnosed and resolved recurring back-order and out-of-stock issues in the product-import process and enhanced the multi-domain store switcher to preserve language and store context.

Fantasy World Toys, Kuwait City, Kuwait (Adobe Commerce On-Premise)

- Acted as the primary technical owner for the client engagement, managing backend delivery, technical priorities, integrations, and production support.
- Integrated Microsoft Dynamics AX with Knet, UPay, and Tabby payment gateways, adapting existing third-party extensions to support the new fulfillment model.
- Designed delivery workflows for Express delivery, Home Delivery, Click & Collect, and Curbside Pickup, including cutoff times and milestone-based SMS notifications.
- Built store-locator and store-level inventory functionality to support pickup availability checks during checkout.
- Optimized REST and GraphQL APIs and integrated Algolia for product search.

ToolMart, Perth, Australia (Adobe Commerce On-Premise)

- Designed and led the migration from Magento 1 to Adobe Commerce On-Premise, including data migration, custom theme redevelopment, extension modernization, and post-launch stabilization.
- Rebuilt the product detail page and integrated Amasty, Mirasvit, WeltPixel, Trustpilot, and Xtento extensions into a consistent storefront experience.
- Managed Git workflows, code reviews, deployments, and production stabilization throughout the migration.
- Built Request-a-Quote and Request-a-Catalogue workflows with admin management grids.
- Implemented scheduled processing to clear expired special-price windows and maintain accurate pricing displays.

Switch, Saudi Arabia – Headless PWA Commerce Backend (Adobe Commerce Cloud)

- Built a GraphQL API layer for a headless PWA storefront centered on a drag-and-drop homepage/dashboard builder, enabling merchandisers to change the homepage layout without developer involvement or a deployment.
- Extended Magento's GraphQL schema across catalog, customer, checkout, and store-config domains.
- Integrated ERP synchronization to keep catalog, inventory, and order data consistent across the headless storefront.
- Integrated multiple payment methods into the headless checkout flow, including Tabby BNPL, alongside a store-locator/inventory-availability GraphQL API.

Minamin, Kuwait (Adobe Commerce Cloud)

- Designed synchronous and asynchronous ERP integration using RabbitMQ, separating immediate business operations from background exports.
- Built custom merchandising admin tools for homepage banners and product labels, covering data models, CRUD functionality, and frontend rendering.

Sterling Machinery, USA (Magento 2)

- Designed the architecture for complex machinery product management, including master-child product relationships, custom specifications, admin workflows, and capacity-based sorting.
- Led the migration from custom PHP to Magento 1 and subsequently to Magento 2, rebuilding product, listing, detail-page, and administration functionality on the new architecture.
- Developed a custom multi-business-unit admin ACL system that restricted orders, customers, reports, grids, and blocks by website and business-unit attributes.
- Engineered custom catalog data models for job costing, equipment linking, technical specifications, brand pages, and machinery relationships.
- Enhanced Cart2Quote and implemented draft-order, QuickPay, payment-reminder, PDF invoice, split-order, and dynamic-shipping workflows.
- Established a reusable shared theme framework for multiple related storefronts with common LESS/SCSS assets and per-site overrides.
- Built Web API services exposing brand, category, and search data for external and headless consumption.

Aquanexus, USA (Magento Open Source)

- Architected a custom multi-vendor marketplace platform, including a from-scratch admin ACL system and seller-onboarding flow that allowed the business to open the storefront to third-party sellers without losing control over data access.
- Engineered a custom order-splitting engine dividing a single mixed-seller checkout into multiple fulfillment orders by seller attribute, with matching dynamic multi-shipping rate calculation.
- Built a multi-vendor e-commerce setup running multiple independent vendor websites from a single Magento instance, using domain mapping so each vendor operated on its own domain.
- Customized Webkul modules for vendor registration, purchase orders, and split orders, enabling a self-service multi-vendor workflow.
- Designed a Payment Reminder Module with automated COD and bank-transfer email reminders to reduce missed payments.
- Built a seller video-upload module allowing vendors to attach product videos directly to listings, and extended the CMS WYSIWYG editor to support inline video embedding.

Kalombo, Moscow, Russia (Magento Open Source)

- Built the platform natively on Magento Open Source, including theme customization, Auto Address API integration for localized address entry, and language-aware meta tags in the site header.
- Configured Russia-specific payment methods to meet local market requirements.
- Managed product/attribute import via CSV and optimized performance by removing unused modules and streamlining theme JS/CSS.
- Directed code reviews and deployments for third-party modules and themes; planned the project roadmap, including Git setup, ETA, and production timelines.
- Customized homepage category blocks and related merchandising functionality to support business-specific requirements.

CERTIFICATIONS

- Adobe Certified Expert – Adobe Commerce Developer
- Adobe Certified Professional – Adobe Commerce Developer

EDUCATION

Master of Computer Applications (MCA) – Jaipur National University, Jaipur | Jul 2013 – Jul 2014

Master of Science (M.Sc.) in Information Technology – Maharaja Ganga Singh University, Bikaner | Jul 2011 – Jul 2013