E.L. Maria Daniel Deepak

Senior Full-Stack Engineer | Technical Leadership & Product Delivery

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PROFESSIONAL SUMMARY

Senior Full-Stack Engineer combining hands-on implementation, technical direction, and production ownership. Led 2–3 engineers for one year through implementation guidance, code reviews, and mentorship. Owned end-to-end feature delivery for Divi, with additional experience in application architecture, AWS deployments, CI/CD, and production performance optimization.

PROFESSIONAL EXPERIENCE

Full Stack Engineer · Elegant Themes · Remote — Jun 2018 – Sep 2026

Technologies: React, TypeScript, PHP, WordPress, Git, Cursor (AI-assisted development)

Divi is a website builder serving nearly one million web design professionals and business owners.

- Owned end-to-end delivery of 15+ WooCommerce modules (https://www.elegantthemes.com/modules/?s=Woocommerce&submit.x=0&submit.y=0), translating Figma designs into functionality that enabled customers to customize WooCommerce pages within Divi.
- Led 2–3 engineers for one year, allocating work, guiding implementation, and reviewing code against WordPress and Divi coding standards.
- Guided junior engineers to apply the single-responsibility principle, decouple components, and extract shared functionality into common packages rather than duplicate it across components.
- Guided a four-engineer group, including myself, on Cursor sub-agents and choosing skills versus rules. Cursor usage summaries showed approximately 80% lower token usage for roughly comparable workloads.
- Implemented interfaces, API integrations, loading and error handling, and generated-content insertion for Divi's generative AI features (https://www.elegantthemes.com/blog/theme-releases/improved-ai-models) in its Text, Image, and Code modules.
- Shipped development work to production weekly during the ground-up rebuild from Divi 4 to Divi 5 using a monorepo architecture.
- Delivered features using test-driven and test-after-development approaches, writing tests with Jest, Playwright, and the WordPress Test Suite.
- Contributed to the Cloud app for saving and reusing layouts across websites, using React, TypeScript, and WordPress APIs with JWT authentication.
- Consistently resolved high-priority bugs across sprints at a rate exceeding the daily target of two bugs.

Senior Backend Developer · Anatta Design — Oct 2016 – Apr 2018

Technologies: WordPress, Shopify, JavaScript, jQuery, Shell scripting

- Saved Breaking Into Wall Street (BIWS) (https://breakingintowallstreet.com/) approximately $18,000 annually by selecting a new hosting provider and planning and executing its migration away from Rackspace.

- Handled ongoing server maintenance, log rotation, monitoring, and performance optimization. Used New Relic to observe production load and analyze bottlenecks.
- Developed BIWS, a WordPress-based financial training platform, by adding courses, customizing themes, and converting HTML mockups into landing pages.
- Worked on Mergers & Inquisitions (https://mergersandinquisitions.com/about/), a finance-career publication. Improved conversion rates through A/B testing and developed SEO-friendly course landing pages.
- Set up and administered staging servers for quality checks and stakeholder reviews; gathered requirements and coordinated delivery using Basecamp.
- Built interactive Shopify storefront features for brands including Rothy's (https://www.rothys.com/), creating animations and popups using JavaScript.

SELECTED PROJECTS

MacroIntel (https://macrointel.app/) Apr 2026 – Oct 2026

A signal-generation application used in production by a macro trader to implement his strategy, turning U.S. macroeconomic releases into Gold (XAU) buy/sell signals.

Technologies: Python, FastAPI, React, TypeScript, PostgreSQL
Integrations and delivery: Trading Economics API and WebSocket, GitHub Actions CI/CD

- Translated the trader's strategy into an actionable workflow, defining success indicators and failure criteria during discovery.
- Architected and rebuilt the application using Python and FastAPI, designing APIs for scalability.
- Reduced processing latency from market-data receipt to signal generation from approximately 15 seconds to under one second, measured using application timestamp logs.
- Replaced polling with a Trading Economics WebSocket integration.
- Selected and configured AWS EC2 instances and set up GitHub Actions CI/CD with Git tag-based releases for consistent production deployments.
- Led a team during the second development phase, translating requirements into a delivery plan and coordinating work using Agile and Scrum through on-time completion.

AWS Deployments — Personal Website

danieldeepak.com

- Migrated my personal website from Utho cloud instances to AWS Lightsail, reducing monthly hosting costs by 50% and making billing more predictable.

Tier2Rising

Tier2Rising (https://tier2rising.com/) is a startup initiative connecting Tier-2 founders with funding, mentorship, and networks.

- Served as the primary project coordinator across multiple vendors. Helped the development team translate project expectations into implementation.

EARLIER EXPERIENCE

Technology Analyst · Infosys Aug 2014 – Oct 2016

Software Engineer · Xchanging (a CSC Company) May 2013 – Aug 2014

Software Developer · Candor BPO Services Private Limited May 2011 – May 2013

EDUCATION

B.E. (CSE) · Hindustan College of Engineering, Chennai · 2007 – 2011

SKILLS

Technical skills and tools:

Product engineering: Full-stack development, API integrations, product delivery

Application development: React, TypeScript, PHP, Python, FastAPI, MySQL, WordPress

Delivery and quality: Git, AWS EC2, AWS Lightsail, Docker, CI/CD, Playwright, New Relic

Familiarity: Prometheus, Grafana, load testing, horizontal scaling, and Ansible for repeatable server setup.

Languages: English (proficiency), Tamil (Native)