

E.L. Maria Daniel Deepak

Senior Full-Stack Engineer | Technical Leadership & Product Delivery

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PROFESSIONAL SUMMARY

Product-focused Full-Stack Engineer with experience across the complete software development lifecycle (SDLC), designing, developing, testing, delivering, and maintaining end-to-end software solutions.

Skilled in translating complex business requirements into scalable applications, architecting reliable systems, and integrating workflows across technologies. Bringing together hands-on engineering expertise, product thinking, and technical ownership to deliver measurable business outcomes.

Expanding expertise in applied AI, LLM-powered applications, and agentic workflow engineering, with the ambition to grow into broader product, architectural, and technical leadership responsibilities within an organization that offers structured career progression and opportunities for continuous learning.

PROFESSIONAL EXPERIENCE

Full Stack Engineer · Elegant Themes · Remote

Jun 2018 – Sep 2026

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

- Contributed to Divi, a WordPress theme that evolved into a website-building platform serving nearly one million web design professionals and business owners.
- Participated in the complete product revamp from Divi 4 to Divi 5, rebuilding the product from the ground up using a monorepo architecture, with code version-controlled using Git.
- Worked on the Cloud app for saving and reusing layouts across websites, using React, TypeScript, APIs, and JSON Web Tokens (JWT), with data fetched primarily through AJAX requests handled by WordPress action hooks.
- Shipped full-stack features independently and as part of a team, translating GitHub requirements into technical architecture and product functionality in collaboration with product managers, designers, and company leadership. Obtained architecture approval from senior leadership before implementing features.
- Delivered features using Agile practices and the Scrum framework. Reviewed pull requests and provided actionable implementation feedback.
- Collaborated with a remote team through weekly development calls and Scrum calls every two weeks for synchronous communication, using Slack for asynchronous discussions and updates.
- Wrote tests using the WordPress Test Suite and unit tests using Jest.
- Used Cursor as the primary tool for daily development, treating it as a junior developer by guiding code generation, reviewing its output, and refining implementations. Authored Cursor rules and skills to streamline development workflows and accelerate implementation.
- Grew from an individual developer to coordinating the team in the absence of the Team Product Owner (TPO), allocating work and reporting progress in weekly stakeholder reviews to keep milestones on track.
- Consistently resolved planned high-priority bugs each sprint, quickly clearing the bug queue and helping reduce customer support chats.

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

- Worked primarily on enterprise WordPress powered applications, especially Breaking Into Wall Street (BIWS, <https://breakingintowallstreet.com/>). BIWS is an enterprise learning management system (LMS) for financial modeling training, using real-world case studies to teach students and finance professionals how to evaluate investments, advise clients, and assess deals. Developed the platform by adding courses, customizing themes, and converting HTML mockups into landing pages.
- Also worked on Mergers & Inquisitions (M&I, <https://mergersandinquisitions.com/about/>), a finance-career publication offering career guidance, industry interviews, and financial modeling tutorials for students and professionals pursuing roles in investment banking, private equity, and hedge funds.
- Improved conversion rates through A/B testing and developed SEO friendly landing pages for courses.
- Used Basecamp as the project management tool to track requirements and deliver work on schedule.
- Set up and administered staging servers for team quality checks and stakeholder reviews.
- Communicated with stakeholders to gather requirements, provide progress updates, and coordinate reviews.
- Helped BIWS save approximately \$18,000 per year by moving hosting away from Rackspace.
- Developed interactive storefront features for consumer brands on Shopify, including Rothy's (<https://www.rothys.com/>), primarily creating animations and popups using JavaScript.

SELECTED PROJECTS

MacroIntel

MacroIntel (<https://macrointel.app/>) is a strategic signal generation application that turns U.S. macroeconomic releases into Gold (XAU) buy/sell signals for trading in international markets.

Technologies: Python, FastAPI, React, TypeScript, PostgreSQL

Integrations and delivery: Trading Economics API and WebSocket, GitHub Runners CI/CD

- Worked with a macro trader during discovery to translate his trading strategy into an actionable workflow, defining success indicators and failure criteria to align the implementation with his requirements.
- **Phase 1:** Architected and rebuilt the application from scratch using Python and FastAPI, designing APIs for scalability and replacing polling with a Trading Economics WebSocket integration. Reduced signal generation latency from approximately 15 seconds to under one second, enabling the trader to act on market opportunities faster. Set up CI/CD pipelines using GitHub Actions workflow configuration files, with Git tag based releases for consistent production deployments.
- **Phase 2:** Led a team during its second development phase, translating a macro trader's requirements into a delivery plan and using Agile practices and the Scrum framework to coordinate work through on-time completion.

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

Hands-on experience includes, but is not limited to, the following:

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

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

Delivery and quality: Git, AWS, Docker, CI/CD, Playwright

Languages: English (proficiency), Tamil (Native)