Rachit *Kr.* Singh

FRONT-END ENGINEER
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FOCUS

- Frontend architecture
- Design systems
- Web performance
- Tools that help engineers ship
- AI-assisted development

TALKS AND TEACHING

Amazon WebDevCon: Bangalore 2017, Seattle 2018 and 2019, London 2024, Arlington 2025, and a booth and a session in Seattle 2026. Workshops and mentoring for engineers across marketplaces.

EDUCATION

BTech, Computer Science
Delhi College of Engineering, 2011–2015

HONOURS

First place, internal Amazon hackathon

OFF THE CLOCK

photography, travel, guitar, anime, mystery and thriller stories.

I build frontend products and platforms from 0 to 1, then help them grow from 1 to 100. I joined Amazon Now as its founding frontend engineer and built the customer shopping experience from discovery to order tracking. As it grew, I helped turn that frontend into a shared platform used by hundreds of engineers across India, MENA, the UK and the US.

My work spans frontend architecture, design systems, web performance and tools that help engineers ship. I built a research-backed way to measure how responsive a site feels. I am drawn to products where AI, real-time interaction and thoughtful customer experience meet.

AMAZON · 2017–NOW · BENGALURU

Front-End Engineer III
Jul 2022 – Now

Founding frontend engineer on Amazon Now. Built its end-to-end shopping experience, then helped turn it into a shared frontend platform for teams across marketplaces.

- Architecture for speed: state split by feature, code loaded on demand, optimistic updates.
- Reusable components, design foundations, theming and localisation for different brands, languages and markets.
- A path from one large frontend app to smaller, independently deployable parts.
- A research-backed way to assess how reliable, immediate and smooth interactions feel, connected to production measurement.
- Guidance, automated code checks, runbooks and workflows for AI-assisted development.
- Earlier in the role: Amazon in-store checkout software — payment reliability, customer recognition, receipts, multi-brand theming, modular point-of-sale architecture.

Front End Engineer II
Dec 2019 – Jul 2022

Core frontend features for a major Amazon shopping experience, and the frontend of a cloud security product built from the ground up.

- Features to combine related products, explore options and see prices update as customers choose.
- Defined the customer experience and frontend architecture of a new cloud security product.

Web Development Engineer II
Apr 2019 – Dec 2019

Reusable frontend features for retail product pages, a new product page, and a JavaScript library for consistent card layouts.

Web Development Engineer
Apr 2017 – Mar 2019

Mobile marketing and customer engagement: an SMS campaign flow, Amazon Pay in a sweepstakes experience, and shoppable content.

BEFORE AMAZON

UI Engineer II · Freecharge
Aug 2016 – Mar 2017 · Bengaluru

Consumer-facing e-commerce UI with React and Redux for the desktop single-page app and the mobile website.

Front End Engineer · MySmartPrice
Jun 2015 – Jul 2016 · Hyderabad

Frontend for a price-comparison shopping site.