

Dhruv Bhanushali

Senior full-stack software engineer, engineering manager & open-source maintainer · Dubai, AE/Mumbai, IN

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EDUCATION

Indian Institute of Technology, Roorkee

Roorkee, UK, IN

IIT Roorkee, founded in 1847, is the oldest engineering institute in Asia & an Institute of National Importance.

Bachelor of Technology (Engineering Physics)

2015 – 2019

Ranked in JEE Main's top 150,000 out of 1,300,000+ candidates & 3,110 out of 125,000+ in JEE Advanced.

WORK EXPERIENCE

Automattic

automattic.com

Automattic is the company behind Parse.ly, WordPress.com, Tumblr, WooCommerce, Gravatar, Beeper *etc.*

Senior software engineer (Unified Analytics and Applied AI)

Jan. 2025 – *Present*

Conceived & built the unified framework underpinning the Parse.ly API, MCP server & agent/chatbot Sage.

Engineering manager (Five For The Future and Openverse)

Oct. 2024 – Jun. 2025

- Led a global maintainer team, leveraging 1:1 mentorships, agile retrospectives & IRL offsite meetups.
- Attended & successfully completed Reboot leadership training (IRL) and New Lead coaching series (virtual).

Software engineer (Five For The Future and Openverse)

Apr. 2021 – Sep. 2024

- Maintained & evolved Openverse end-to-end across infrastructure, data pipelines, backend API & frontend.
- Represented Openverse at flagship WordCamps worldwide, mentoring & onboarding new contributors.

BrowserStack

browserstack.com

BrowserStack is a cloud platform to test websites & mobile applications on real mobile browsers & devices.

Software engineer (Platform and Billing)

Feb. 2020 – Mar. 2021

- Built GDPR audit logs to flag privacy violations, then fixed the systemic breaches uncovered by the logs.
- Unified email providers to sync preferences, ensure compliance & surface delivery & engagement insights.
- Secured email delivery via SPF/DKIM/DMARC & provider-wide opt-out sync, cutting spam reports.

Creative Commons

opensource.creativecommons.org

Creative Commons is non-profit global network that promotes sharing public-domain & openly licensed media.

Project maintainer

Sep. 2019 – Dec. 2020

- Continued to maintain & enhance CC Vocabulary, the design system I built during Google Summer of Code.
- Drove Vocabulary adoption in Creative Commons' web properties like CC Search & CC License Chooser.

Community coordinator

Jul. 2020 – Dec. 2020

- Grew community reach & engagement on Twitter, & onboarded new open-source contributors via GitHub.
- Maintained the Creative Commons Open Source website & CC's open source community infrastructure.

Internship mentor

Dec. 2019 – Dec. 2020

Ranked, selected & mentored interns for *Google Season of Docs '20* & *Outreachy* winter '19-20 & summer '20.

FamPay (now Fam)

famapp.in

Fam is a neobank that helps teens to build financial independence & literacy, under parental supervision.

Software engineer

Nov. 2019 – Dec. 2019

- Built an end-to-end payment flow from multiple sources such as wallets & cards to the destination account.
- Increased transaction reliability with redundant payment gateways, idempotency & automatic reversals.

PROJECTS

🌿 Parse.ly (by Automattic)

parse.ly

Parse.ly is an analytics platform that helps digital publishers understand audiences & content performance.

Dashboard

[Python](#) · [Django](#) · [Pydantic](#) · [OpenAPI](#) · [JavaScript](#) · [Vue](#)

The Parse.ly dashboard delivers real-time analytics, visualisations & reports through an accessible interface.

- Rebuilt API endpoints with REST principles, generated schemas, OpenAPI specs, validations, docs & tests.
- Revamped HTML/PDF report pipeline, removed unmaintained deps, fixed bugs & added more languages.

Sage

[Python](#) · [Django](#) · [OpenAPI](#) · [MCP](#)

Sage is an AI agent that can answer complex analytical questions to provide actionable insights & decisions.

- Tripled efficiency by auto-generating MCP & Sage tools from Parse.ly APIs using their OpenAPI specs.
- Built Sage's agentic loop to orchestrate multiple tool calls for complex queries & rich, interactive widgets.
- Created the eval stack with LLM-as-judge metrics for trace (correct, helpful) & session (complete, low-TTR).

🔊 Openverse (by Automattic)

openverse.org

Openverse is a catalog of 800M+ openly licensed media, a search engine, an API & many integrations.

Search engine

[Python](#) · [Django](#) · [TypeScript](#) · [Nuxt](#) · [PostgreSQL](#) · [Elasticsearch](#)

Openverse provides a search engine to find, explore, reuse & correctly attribute openly licensed works.

- Rebuilt API with Django REST framework, best practices & extensibility to support the audio media type.
- Designed content-moderation workflows with audit logs, for individual & bulk (creator/collection) actions.
- Built privacy-first usage analytics with Plausible & safeguards to prevent exposure to sensitive content.

🌐 Platform (by BrowserStack)

Email system

[Ruby](#) · [Rails](#) · [Mailgun](#) · [Mailchimp](#) · [AWS](#)

BrowserStack's central email system handled sending all kinds of email while respecting the users' preferences.

- Unified all transactional & promotional email providers into a central system that respects user preferences.
- Surfaced & improved deliverability metrics through redundancy & SPF/DKIM/DMARC security controls.
- Surfaced & improved engagement metrics through provider-wide opt-out sync, cutting spam reports.

Users/billing

[Ruby](#) · [Rails](#)

BrowserStack's user & billing platform handled accounts, authentication, subscriptions, invoices & payments.

- Oversaw the complex finite-state machine of subscription statuses, & resolved & codified new edge cases.
- Created a dashboard to aggregate complete subscription, invoice & payment history of each customer.

🖨️ pls

pls.cli.rs

`pls` is a prettier & powerful `ls(1)` for the pros: highly customisable, feature-rich & designed to *spark joy*.

CLI application

[Rust](#) · [YAML](#) · [SVG](#)

`pls` provides an intuitive & elegant command-line interface with meaningful arguments & sensible defaults.

- Built power-user features including collapses, symlink metadata, multiple sort bases & numerous filters.
- Added VS Code icon-pack support to render SVG icons in the terminal through the Kitty graphics protocol.

👤 Récivi

recivi.pages.dev

Récivi is a structured résumé format for computers & humans, with a data schema & presentation renderers.

Schema

[TypeScript](#) · [JSON](#) · [Zod](#)

Récivi provides models, schemas, types & supporting utilities for handling & displaying résumé data.

PF Portfolio

[MDX](#) · [TypeScript](#) · [Astro](#)

PF is a Récivi renderer that generates static personal portfolio websites using MDX, TypeScript & Astro.

- Built a static site with almost zero client-side JavaScript, including a blog, microblog & interactive résumé.
- Generated favicons, Open Graph images & PDF versions of multiple résumés dynamically at build time.

LANGUAGES & FRAMEWORKS

Web (HTML, CSS, JavaScript and SVG), Python (Django (REST framework)), TypeScript (Vue (Nuxt), React and Astro), Rust, Java (Spring and Swing), Kotlin (Android), Golang, PHP and Shell (Bash, Zsh and zx)

HUMAN LANGUAGES

English (Native), हिन्दी/Hindi (Native), ಕುಚ್ಚಿ/Kutchi, ગુજરાતી/Gujarati (Limited working), मराठी/Marathi (Limited working) and Français/French (Elementary)