

Dhruv Bhanushali

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

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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.

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.

📄 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.

LANGUAGES & FRAMEWORKS

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