

Vrunda Kansara

Development Team Lead | Full Stack Developer

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PROFESSIONAL SUMMARY

Full stack software engineer and engineering team lead with **12+ years of experience** designing and shipping WordPress and SaaS products used on **over 1 million active websites**. Expert in **PHP, Laravel, React, Next.js, Node.js and MySQL**, with deep experience in software architecture, REST API design, performance optimization, and AI product integration including **prompt engineering** for production LLM features. Led and mentored engineers across **five teams**, owning technical direction, code quality and release delivery end to end.

WORK EXPERIENCE

Development Team Lead

Brainstorm Force, Pune, India | September 2015 - Present

- Promoted from Software Developer to Senior Developer to Development Team Lead while owning the architecture of WordPress products with **1M+ active installs**, balancing performance, extensibility and backward compatibility.
- Lead and mentor software engineers across **five teams**, setting technical direction, running code reviews and growing developers into senior contributors.
- Took the initiative to own **Ultimate Addons for Elementor as the sole developer**, carrying it **100% end to end** - architecture, development, widget design, performance optimization, release and customer support - and working directly with the designers who use it to define every widget option.
- Designed and built the **ZipWP AI website generation pipeline**, including the template engine that assembles a complete, content-filled website in **under 30 seconds**.
- Led **prompt engineering** for ZipWP, designing and iterating on the dynamic prompt system that turns a user's business details into **personalized website copy**, section by section, with the tone, length and structure each part of the page requires.
- Integrated the **Pexels, Pixabay and Unsplash** image APIs and **AWS S3** storage into ZipWP, built on **Laravel** and **Next.js** across AWS and bare metal servers.
- Built the design-to-publish system behind **Starter Templates**, where in-house designers author templates, approvers review them, and an automated pipeline publishes them across **four page builders**. Product has **1M+ active installs**.
- Led development of **SureRank**, an AI-powered WordPress SEO plugin, integrating the **Google Ads API, SerpApi and IndexNow API** and delivering schema rich snippets, AI article analysis and an internal link suggestion engine.
- Architected **Ultimate Addons for Gutenberg** with conditional asset loading so pages download only the block assets they use, improving page load performance across the install base.
- Developed full stack features across **PHP, Laravel, React, Next.js, Node.js and MySQL**, covering plugin internals, REST APIs and modern block editor experiences.

Freelance Web Developer

Elance-oDesk, Remote | February 2015 - August 2015

- Delivered custom WordPress theme and plugin development for international clients, primarily Japan based.
- Applied object-oriented PHP practices to produce maintainable, reusable code across client projects.

Software Engineer

Aress Software, Nashik, India | July 2013 - December 2014

- Developed WordPress client projects and internal tools using object-oriented PHP.
- Established a foundation in standards-driven delivery, version control and client communication.

LEADERSHIP AND ENGINEERING PROCESS

- Own the **release process across the product line**, from version planning through to shipping and post-release verification.
- Implemented **CI/CD pipelines** covering automated builds and releases, linting, pull request review gates, security scan reviews and **SonarQube static analysis**, making quality checks a consistent part of every merge.

- Introduced **Agile practices** within the team, establishing planning, review and delivery rhythms the teams now work to.
- Set up recurring **product health checks** so issues are identified before they reach users.
- Built **automations for the product stores**, removing manual steps from publishing and ongoing maintenance.
- Contributed to **hiring** by building a problem statement repository used to assess engineering candidates consistently.

KEY PROJECTS

- **ZipWP** (Senior Laravel and WordPress Developer) - AI website builder that generates a complete WordPress site in under 30 seconds. Built the prompt engineering system that produces personalized copy from a user's business details, plus the template engine and image integration. Laravel, Next.js, React, AWS, MySQL. zipwp.com
- **SureRank** (Team Lead) - AI-powered WordPress SEO plugin with schema rich snippets, article analysis and internal link suggestions. Google Ads API, SerpApi, IndexNow. surerank.com
- **Starter Templates** (Team Lead) - Ready-made website templates for four page builders, plus the design, approval and publishing pipeline behind them. 1M+ active installs. startertemplates.com
- **Ultimate Addons for Gutenberg** (Team Lead) - Gutenberg block plugin architected for performance, loading only the assets a page actually uses. wordpress.org/plugins/ultimate-addons-for-gutenberg
- **Astra Theme** (Team Lead) - Built the Header Footer Builder and all of its widgets for one of the most installed WordPress themes. wpastra.com
- **Ultimate Addons for Elementor** (Senior Developer, sole developer) - Advanced Elementor widget library owned 100% end to end across architecture, development, design, optimization, release and customer support. ultimatееlementor.com
- **Ultimate Addons for Beaver Builder** (Senior Developer) - Plugin architecture and widget layer for Beaver Builder, shipped as free and Pro editions. ultimatebeaver.com
- **Convert Pro** (Software Developer) - Lead generation plugin. Built the integration layer connecting it to **35+ CRM and email marketing services**. convertpro.net

TECHNICAL SKILLS

LANGUAGES	PHP, JavaScript, TypeScript, SQL, HTML5, CSS3
BACKEND	Laravel, Node.js, MySQL, REST API design, Composer, object-oriented programming
FRONTEND	React, Next.js, Web Components, responsive UI development, npm
WORDPRESS	Plugin and theme architecture, Gutenberg blocks, Customizer, WordPress.org releases, Elementor, Beaver Builder
AI AND APIS	Prompt engineering, LLM prompt pipelines, AI content generation, Google Ads API, SerpApi, IndexNow API, CRM and email marketing APIs, Pexels, Pixabay, Unsplash
CLOUD AND TOOLS	AWS, bare metal servers, Git, GitHub, performance profiling and optimization
ENGINEERING PROCESS	CI/CD pipelines, release management, code review and PR gates, automated linting, SonarQube static analysis, security scan reviews, Agile planning and delivery, process automation
LEADERSHIP	Team leadership, mentoring, software architecture, technical direction, hiring and candidate assessment, cross-functional collaboration with design, product and support

EDUCATION

Bachelor of Engineering

K. K. Wagh Institute of Engineering Education and Research, Nashik, India