

MAHIDHAR REDDY NARALA

🏠 San Francisco Bay Area, CA ✉ immahidhar@gmail.com 📞 +1(448)200-9326 🌐 [mahidhar-narala](#) 📁 [Portfolio](#)

Professional Summary

Software Development Engineer with experience in banking/payments and e-commerce platforms. Skilled in highly scalable REST APIs, back-end microservices, webservices, web application development with a focus on Java and Python languages.

Work Experience

Oracle

Senior Applications Engineer

Mar 2025 – Present

Redwood City, California

- Developed features, REST services for Oracle Fusion Pricing, enhancing integration, performance and usability.
- Led design and implementation of the Approvals feature, enabling admin-controlled change approvals across entities.
- Architected the feature to be reusable and extensible, improving scalability across multiple product modules.
- Built Price Books capability to pre-compute prices efficiently, reducing calculation time and improving performance.
- Designed and implemented Redwood JS + VBCS UI pages, delivering modern and consistent user experiences.
- Collaborated with cross-functional teams to deliver high-quality features, ensuring alignment with business objectives.

Florida State University

Full Stack Developer

Oct 2022 – Mar 2025

Tallahassee, Florida

- Developed Java GWT web applications for FSU ITS with Oracle db, enhancing application usability and reliability.
- Built and enhanced Salesforce Experience Cloud applications, leveraging Experience Builder and Apex backend.
- Designed and implemented Salesforce Lightning Experience website pages improving user engagement and experience.
- Spearheaded migration of CFA websites to a new platform with a contemporary interface, improving user experience.
- Led the modernization of 10+ CFA websites, implementing SEO best practices resulting in improved search rankings.
- Integrated Google Analytics 4 (GA4) for data-driven insights, better tracking of user interactions and website traffic.

Flipkart

Software Development Engineer

Aug 2021 – Jul 2022

Bangalore, India

- Developed and optimized 6+ Java and Python RESTful microservices for Flipkart's Search Experience team.
- Took ownership of 2 core search API services, leading feature development, A/B testing, deployment, and monitoring.
- Revamped an existing search highlight microservice from scratch, reducing API response time to less than 5 ms.
- Leveraged ETL pipelines with Kafka, Hadoop FS and Spark to pre-compute data storage for faster API responses.
- Optimized data fetching workflows with MongoDB, and Redis, improving search performance and efficiency.
- Integrated Ads into search, leading to a 15% boost in ad impressions and a 3% increase in user conversion rate.

NCR

SW Engineer II

Jul 2018 - Aug 2021

Hyderabad, India

- Developed and supported NCR's flagship payment switch software (Authentic), serving major banking clients.
- Containerized legacy payment software with Docker, improving system scalability and maintainability.
- Engineered and optimized J2EE and JWT web applications, improving system observability and maintainability.
- Worked on core transaction processing features, leveraging ActiveMQ, Apache Camel, and JPA/Hibernate.
- Integrated and maintained various communication endpoints, including TCP/SSL sockets, SOAP, and REST endpoints.
- Resolved over 80% software defects and security vulnerabilities ensuring system stability and customer satisfaction.
- Curbed software vulnerabilities by integrating Coverity static code analysis, ensuring code commit security & quality.
- Delivered hot patches for P0 production issues, minimizing downtime for banking customers with rapid resolution.
- Built SLA adherence tool with JRJC Rest (95%+ compliance) and NLP-based query prototype for real-time ATM data.

Education

Florida State University

Master of Science, Computer Science

Aug 2022 – May 2024

Tallahassee, Florida

Jawaharlal Nehru Technological University

Bachelor of Technology, Electronics and Communication Engineering

Sep 2014 – May 2018

Hyderabad, India

Skills

Languages: C, C++, C#, CSS, Html, Java, JavaScript, Node.JS, Php, Pl/Sql, Python, ReactJS, RedwoodJS

Databases: Cassandra, Maria DB, Mongo DB, MSSQL, MySQL, Oracle DB, Postgres, Redis

Platforms: AWS, Bootstrap, Django, Docker, Dropwizard, Git, GWT, Hadoop, Kafka, Kubernetes, Spark, Spring

Soft Skills: Critical thinker, Data-driven, Innovative mindset, Keen Observer

Others: Data Structures, Algorithms, System Design, Agile, Kanban, Software Development Life Cycle