



Rakesh Menon

Co-founder, **Seerly** · Author of **The Second Time Is a Bug**

Bengaluru, India

menonrakesh@live.com

+91 9811107220

sublimecoder.io

linkedin.com/in/rakesh-memon-xt

github.com/rakeshmenon

I co-founded **Seerly**, where **autonomous agents** help brands get found and cited in ChatGPT and Google AI Overviews, and wrote **The Second Time Is a Bug**, a field workbook for engineering with AI coding agents. Before that I spent almost 15 years on frontend platforms, most recently at Atlassian, Maersk and Publicis Sapient, building architecture many teams share and holding performance to SLOs.

20+ customer-facing apps unified into one platform at Maersk	99% adherence to the frontend performance SLOs I set at Maersk	7 Jira squads on the frontend foundations I evolved at Atlassian	6 global retail launches on my micro-frontend framework at Publicis Sapient	12 engineers mentored at Publicis Sapient
--	--	--	---	---

CAREER, TO SCALE

2010 TO NOW



EXPERIENCE

Seerly

Jun 2025 to now · Bengaluru

Co-founder

- Building **autonomous agents** that get brands cited in ChatGPT and Google AI Overviews: they track rankings and citations, then draft content for the gaps.
- Running founder-led go-to-market: customer discovery, pricing and sales.
- Released **Got Cited?** (gotcited.fyi), a free interactive guide to how pages get crawled, retrieved and cited in AI search.

Atlassian

Jul 2024 to May 2025 · Bengaluru

Principal Engineer, Jira Platform

- Evolved Jira's shared frontend foundations, from component APIs and rendering infrastructure to design tokens, for **7 Jira squads**.
- Partnered with product, research and design to ship cross-surface experiments on activation and collaboration KPIs.
- Guided senior engineers through architecture reviews, RFCs and platform governance forums.

Maersk

Aug 2021 to Jun 2024 · Bengaluru

Lead Platform Architect, Experience Engineering

- Re-architected the web experience layer, unifying **20+ customer-facing apps** into one platform with shared navigation, widgets and a design system.
- Established frontend performance SLOs with Grafana dashboards and real-time alerting, held to **99% adherence**.
- Co-led the experience guild: mentorship, standards and hiring loops for the global Experience Engineering org.

BOOKS

The Second Time Is a Bug

Leanpub · Oct 2026

A field workbook for engineering with AI coding agents. 258 pages, 34 pattern cards, 26 offline drills and MIT-licensed companion code. secondtimeisabug.com

The Someday Folder

Writing in public on Leanpub

Turn unfinished ideas into small experiments with AI.

leanpub.com/thesomedayfolder

PRODUCTS

Seerly

Co-founder · seerly.app

Autonomous agents for brand visibility in Google search and AI answers.

VenturePulse

Startup validation backed by real-time data and multi-model verification.

AppRunner

From a GitHub repo to a production VM with HTTPS, alerts, metrics and logs.

EXPERIENCE, CONTINUED

Publicis Sapient

Oct 2014 to Jul 2021 · Bengaluru & Gurgaon

Senior Architect, eXperience Technology

Oct 2017 to Jul 2021

- Designed a server-rendered **micro-frontend framework** with Next.js and custom resolvers, behind **6 global retail launches**.
- Built a GraphQL backend-for-frontend (Node.js, Apollo, AppSync) with persisted queries, Redis caching and serverless AWS Lambda.
- Created design-system foundations for a hospitality client and mentored **12 engineers**.

Architect, eXperience Technology

Oct 2014 to Oct 2017

- Defined presentation-layer architecture, tooling and onboarding for greenfield programmes across **8 engagements**.
- Led client co-creation with design, product and engineering to align UX direction with delivery roadmaps.
- Diagnosed memory leaks and re-render bottlenecks across React estates, with monitoring in CloudWatch and AppDynamics.

Langoor

Apr 2012 to Oct 2014 · Bengaluru

Tech Manager · UI Lead · Development Guru

- Led **langoor.mobi**, an editor that turned desktop websites into mobile ones, and EnterpriseMO for mobile commerce.
- Owned technical delivery across client programmes: scope, estimates and staffing for multi-team engagements.
- Drove HTML5 and mobile-web prototyping, including the winning entry at **Yahoo Hack 2012**.

Nokia

Sep 2010 to Mar 2012 · Bengaluru

Software Development Engineer · R&D Engineer, Web Development

- Built modular web components that let telecom operators configure network elements without CLI knowledge.
- Prototyped the migration from YUI 2 to YUI 3 and championed responsive design.
- Integrated Java, JSP and C++ layers via SWIG into one management interface.

SELECTED WRITING

- Oct 2026 **Do Guardrails Make AI Coding Agents Better? What 270 Runs Showed** · [secondtimeisabug.com](#)
- Oct 2026 **Why AI citations depend on answerable passages, not content chunks** · [Seerly blog](#)
- Aug 2026 **Indexed Does Not Mean Cited: The Missing Funnel in AI Visibility** · [Medium](#) · [The Discovery Collective](#)
- Jul 2026 **The Pull Request Is Not the Product** · [Medium](#)
- Jul 2026 **Your Website Is No Longer Your Brand: AI Is Reconstructing It From Everywhere Else** · [Medium](#) · [The Discovery Collective](#)

HOW I HELP

Agent-ready engineering

Harness audits, checkable instruction files, guards in hooks and CI.

Frontend platform architecture

Target architecture, design-system foundations, performance SLOs.

Technical leadership

Architecture reviews, an RFC process that gets decisions made, mentoring.

SKILLS

WEB

React, Next.js, Redux, GraphQL, Node.js, TypeScript

ARCHITECTURE

Micro-frontends, design systems, BFF APIs, performance

CLOUD

AWS Lambda, DynamoDB, Redis, Kubernetes, Docker, Grafana

AI

AI search visibility, coding-agent harnesses, guardrails

LANGUAGES

English	Full professional
Hindi	Limited working
Malayalam	Limited working
Bengali	Elementary

ELSEWHERE

Site	sublimecoder.io
LinkedIn	rakesh-menon-xt
GitHub	rakeshmenon
Medium	@rakeshmenon13
X	@SublimeCoderX