Madhavi Deshmukh

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Over 10 years of technical leadership in both corporate and entrepreneurial roles.

Highlights of Expertise

- Full Life Cycle Project Management
- User Experience / User Interaction Design
- Software Design & Development
- Application Programming Interface Design
- Web Platform Design & Development

- Agile Development Methodology
- Cross Functional Collaboration
- Team Building & Leadership
- Database & System Administration
- Machine Learning / Artificial Intelligence

Career Experience

Oracle, Redwood City, California
Senior Member of Technical Staff, November 2018-present

I am leading the development of automation solutions for Oracle Cloud Infrastructure. LCM(LifeCyle Management) is a set of automated frameworks and technologies that provision, upgrade, and patch customer environments. It also provides mission critical operations capabilities such as Data Recovery, Production to Test, Cloning, and Security Management.

Apple, Cupertino, California
Project Lead, March - June 2018

Lead security related projects at Made For iOS (MFi) HomeKit certification tools team. Cross functional and highly visible role developing tools and certification programs for HomeKit, CarPlay and other accessories in the "connected devices" Apple ecosystem.
- Designing and developing security scanners for MFi accessories.
- Guide UI development efforts using Swift & Cocoa for new certification process.
- Leading cross team interaction for OSS recommendations and procurement.
- Week of Innovation Honoree: Built an earthquake notification and prediction system using Raspberry Pi, Raspberry Shake and integrated with HomeKit via Homebridge.

SameFeather, LLC, Santa Clara, California
Freelance Software Engineer, 2015 - 2017

Successful independent business designing, creating, and launching new platforms and applications. Select projects:
- Ad Streamer: Architect of a data pipeline delivering context aware ads with sub-second latency utilizing keywords gleaned from user's social text. Built using Kafka, Flink, and Elasticsearch.
- Twitter Hashtag Graph: Developed tools for sentiment analysis and real time hashtag relationships.
- Designed an effective set of algorithms for rolling out new features to Khan Academy students in different classrooms. This insulates majority of users from bad bugs that crop up early in the life of a feature.

Women Who Code, San Francisco, California, 2014 - Present
Volunteer / Instructor

Share expertise with fellow members through networking events and workshops. Encourage and mentor middle school high school girls who participate in the Girls Who Code organization.

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Entrepreneur, 2010 - 2014

Hands on experience with product development, application of lean startup methodology, product discovery, fundraising, A/B testing and analytics

- Created a Kickstarter companion service called **Kick Faster** (http://kickfaster.com) allowing backers to track and automatically pledge on unavailable pledges. Estimated to have saved backers over $150K+.
- Innovated **Preplr** (http://preplr.com), an interview preparation website. Candidates interact with automated mock interview simulations and receive real-time feedback on performance.
- **Bogy** (http://bo.gy) is a secure URL shortening service with monitoring and ACL to control who can access target pages. The program tracks metrics for monitoring and security reporting.
- **Same Feather** (http://samefeather.com) is a location-based social network allowing people to connect with others in their neighborhood who share common interests.

Yahoo!, Inc., Sunnyvale, California

Engineering Manager (2005 to 2009)

I managed back-end and front-end teams in addition to being the technical lead. Directed a 10-person team including 3 members at remote locations while championing and leading improvements to My Yahoo! and Yahoo! Mail. Integrally involved in open source Yahoo! user interaction (YUI) libraries and hack days. Created a consistent branding and user experience (UX) across all Yahoo! pages, and eventually transformed into a platform and global front-end experience. Mentored junior team members and brought in two interns during my tenure there and had a track record for identifying high potential talent and developing it.

- **Front Doors & Network Personalization: Universal Header:**
    - **Feed Recommendation Module:** Oversaw creation of a recommendation module and successfully integrated into both Yahoo! Mail and My Yahoo!
    - **Yahoo! Universal Sharing Widget:** Spearheaded the building of a new horizontal widget for a cross-network to create a more consistent content sharing experience. It included a server-side package with configuration options, and was fully secure, accessible, and localized.
- **Ad Quality Platform:** Launched a platform that utilized A/B testing to measure vital performance metrics of ads such as uptime, page load time, bounce rate, time on site, and conversion rate.
- **Yahoo Search Marketing:** Key member of a team that successfully designed and implemented development operations automation software and a hands-on 24/7 system administration system. Architect of a central command control to monitor machines along the development operations pipeline.

Prior experience as a Senior Software Engineer (2002 – 2005)

- **RSA Security**: Automated the creation of software patches and wrote build scripts.
- **Yahoo!**: Developed several graphical tools used for monitoring the Yahoo! Mail system.
- **Veritas Software**: Designed and developed a new collaborative Test Management System.
- **Keynote Systems**: Built tools to analyze the performance of benchmark data collected over the web.

Technical Proficiencies

Tools: Python, PHP, Swift, Objective-C, JavaScript, C/C++, SQL, MySQL, CSS, HTML, Ruby, jQuery, YAML, WordPress, Flink, Kafka, Elasticsearch, AWS, Panda, Numpy, LAMP, REST APIs, Django, Angular, React, Ember, Backbone, Linux, JSON, Perl, Apache Spark, Scala, Shell Scripting, Xcode, iOS Development

Machine Learning/Artificial Intelligence: Classification, Regression, Clustering and Feature Engineering, Deep Learning, TensorFlow, Convolutional Neural Network, Facial Recognition, Speech Recognition, Alexa Skills

Education & Credentials

- Master of Science in Computer Science, California State University East Bay, Hayward, California
- Master of Science in Computer & Electrical Engineering, West Virginia University, Morgantown, West Virginia
  - *Thesis: Computer Image Analysis of the Motion of Spirochetes*
- Bachelor of Science in Computer & Electrical Engineering, Osmania University, Hyderabad, India

Professional Development: Data Science Specialization & Machine Learning Course: Coursera; Tackling the Challenges of Big Data: MIT Online