

# Vivek Seth

Software Engineer at Apple

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## Summary

I am NOT looking for full-time opportunities at this time.

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## Experience

### Software Engineer at Apple

2016 - Present

### Team Lead (Rutgers 250th Anniversary App) at Rutgers University

November 2014 - Present

- Team lead of four to build official Android and iOS apps for Rutgers 250th anniversary.
- Designed component for newsfeed of events and media to connect students, past and present, to campus.
- Architected interactive walking tours of campus to highlight history with accompanying quizzes.

### President at Rutgers Mobile App Development

2014 - Present

Organized semi-annual RUTechMeetup event of 100 attendees discussing tech, entrepreneurship and design.

### Software Engineering Intern at Apple

June 2015 - August 2015 (3 months)

- Dramatically improved PDF saving performance on iOS and OS X ( $O(1)$  algorithm instead of  $O(N)$ )
- Implemented new system for syncing reading position of PDF documents between iOS and OS X devices.  
Position is embedded in file using XATTR feature of file system to minimize data required for sync.
- United three different PDF viewing experiences that currently exist in iOS under common framework.

### Technology Consultant at Ecsion Inc.

2011 - 2015 (5 years)

Various R&D Projects

### Software Engineering Intern at Khan Academy

June 2014 - August 2014 (3 months)

- Implemented entry point for Khan Academy iPad app.
- Created system for opening in-app content using URL scheme which significantly improved QA efficiency.
- Designed intuitive swipe gesture for Related Videos UI.
- Addressed performance and asynchronicity issues to make user interactions smooth & pleasure to use.

### Web Development Intern at Billtrust

July 2013 - August 2014 (1 year 2 months)

- Automated Agile Burndown charts with JIRA API for use by CTO & CEO.
- Reduced chart generation time down from many minutes to a few seconds using caching techniques.

### **Copresident at DIYA at Rutgers University**

May 2013 - May 2014 (1 year 1 month)

Organized events to promote South-Asian culture. Largest event had 500 attendees. Fundraise approx. \$2K to support education efforts for under-privileged South-Asian children.

### **Sole iOS Developer (Rutgers Day App) at Rutgers University**

October 2013 - April 2014 (7 months)

- Developed official Rutgers University app for largest annual Rutgers event (80,000 attendees).
- Created asynchronous data update and sync using AFNetworking framework and SQLite.
- Implemented user wish-list using SQLite db backing.
- Utilized CoreLocation (GPS) and Google Maps for navigation to events and booths.

### **Founder and Executive Director**

August 2011 - June 2013 (1 year 11 months)

Founded non-profit to reduce child mortality in developing nations. Collaborated with high school clubs to organize school-wide fundraiser. Raised close to \$2000 to support Hurricane Irene relief efforts.

### **Hall Treasurer**

September 2012 - May 2013 (9 months)

Planned and budgeted community building programs for residence hall of over 200 students.

### **Technology Chair**

September 2012 - May 2013 (9 months)

Designed and created posters, flyers, and promotional videos using Adobe Master Suite

### **SAS Honors Tutor**

September 2012 - May 2013 (9 months)

### **Math Tutor**

2010 - 2011 (2 years)

Taught a class of 20 vedic math techniques for mental math.

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## **Education**

### **Rutgers, The State University of New Jersey-New Brunswick**

Undergraduate, Computer Science, 2012 - 2016

**Activities and Societies:** Rutgers University Mobile Application Development Desi Intercultural Youth Association Residence Hall Association Undergraduate Student Alliance of Computer Scientist Economics Honor Society ODE

### **Franklin High School**

2008 - 2012



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[Contact Vivek on LinkedIn](#)