

Founder and Project Lead

Dprofiz Private Limited

October 2023 – Present

Core Mandate: As the Founder and Project Lead of Dprofiz Pvt. Ltd., my primary responsibility is to drive the strategic development, technical execution, and commercialization of advanced IoT-based solutions for smart waste management. This initiative centers around the flagship product, "Trashee," an intelligent, rewarding dustbin ecosystem designed to incentivize responsible waste disposal through technology.

Technical and Strategic Responsibilities:

- **End-to-End Product Lifecycle Management:** I oversee the entire product journey, from initial concept and hardware schematic design to final deployment and maintenance.
- **IoT System Architecture:** Directed the design and implementation of the robust backend architecture using a modern tech stack (Node.js for server-side logic and MongoDB for scalable data storage). This architecture is engineered to handle high-volume, real-time data streams from deployed units.
- **Hardware-Software Integration:** Spearheaded the integration of complex IoT components, including ESP32-based microcontrollers for core intelligence, GPS modules for precise asset tracking, and integrated SIM modules for reliable cellular data transmission, ensuring seamless operation in diverse urban and enterprise environments.
- **Optimization and Quality Assurance:** Responsible for continuous system optimization, performance benchmarking, and rigorous quality assurance protocols across both hardware and software layers to ensure reliability, security, and scalability.
- **Commercial and Business Strategy:** Developed and executed the go-to-market strategy, including managing critical vendor relationships for component supply and manufacturing, structuring project timelines, producing comprehensive technical documentation, and formulating multi-faceted revenue models (e.g., equipment leasing, strategic B2B partnerships, and Corporate Social Responsibility (CSR) collaborations).

Key Achievements and Contributions:

- **IoT Platform Transition:** Successfully navigated the product from a basic, offline prototype to a fully-functional, IoT-enabled platform, achieving real-time data logging, remote diagnostics, and over-the-air firmware updates.
- **Reward Validation System Engineering:** Designed and engineered a secure, scalable QR-based reward validation workflow, which forms the core incentive mechanism for users of the "Trashee" system.
- **Scalable Backend Development:** Built and deployed a suite of scalable backend APIs that interface between the hardware devices, the user application, and the central data management dashboard, ensuring low-latency communication and high data integrity.
- **Foundational Business Development:** Established foundational

Business-to-Business (B2B) engagements and pilot discussions for potential large-scale enterprise and municipal deployments, ensuring that the technical development roadmap is explicitly aligned with long-term business and market scalability objectives.

Proficiencies: IoT Development · Backend Architecture · Node.js · MongoDB · Hardware-Software Integration · Project Management · Vendor Management · Revenue Strategy Formulation · System Design · Business Development · Technical Documentation · Complex Problem Solving-----

Founder

Hepras Technologies

March 2021 – Present

Vision and Scope: Founded and successfully cultivated a dynamic digital solutions and product development firm. Hepras Technologies delivers a comprehensive suite of services, specializing in end-to-end SaaS platform development, bespoke web development, advanced digital marketing, cohesive brand management, and strategic technology consulting.

Detailed Responsibilities and Demonstrated Impact:

1. **Executive Project Management:** Provided executive oversight and directed the end-to-end project lifecycle for diverse initiatives, including complex custom web development, significant SaaS product launches, and enterprise digital transformation projects, ensuring delivery on time and within budget.
2. **Proprietary Product Development:** Conceptualized, developed, and currently manage a portfolio of successful in-house platforms:
 - **Passwale (SaaS):** A proprietary event ticketing and management system.
 - **Postrd (D2C E-commerce):** A Direct-to-Consumer brand utilizing e-commerce logistics and digital storefronts.
 - **Socializd / Managd (Media Verticals):** Focused on media buying, influencer management, and strategic content placement.
3. **Business Development and Sales Strategy:** Implemented robust business development methodologies, covering the entire sales funnel from lead generation and structured cold outreach to professional proposal drafting, intricate pricing model development, and final contract negotiation and closure.
4. **Market Strategy and Monetization:** Conducted extensive market research, competitive landscaping, and sophisticated revenue modeling to achieve optimal product-market fit (PMF) and establish pathways for rapid, sustainable scalability across all business verticals.
5. **Product Lifecycle Governance:** Maintained strict control over the complete product lifecycle, encompassing meticulous requirement solicitation, coordinating cross-functional development teams, executing stringent quality assurance (QA) testing, managing deployment pipelines, and continuous performance optimization.
6. **Technical Implementation and Integration:** Directed and coordinated crucial backend implementation tasks, including seamless RESTful API integration,

- advanced database management (SQL/NoSQL), and secure payment gateway integration (e.g., Razorpay) to ensure transactional reliability.
7. **Performance-Driven Marketing:** Engineered and executed highly targeted digital marketing campaigns, leveraging influencer marketing, performance-based marketing (PPC/SEM), and data-driven social media growth strategies to maximize ROI and brand reach.
 8. **Financial Modeling:** Structured and managed subscription models, developed comprehensive monetization strategies for various services, and instituted systematic client retention workflows to maximize Customer Lifetime Value (CLV).
 9. **Operational Excellence:** Maintained robust technical documentation, implemented and managed efficient Customer Relationship Management (CRM) processes, and ensured streamlined, high-level communication with all internal and external stakeholders.

Managed Business Verticals:

- SaaS Product Development (Event platform – Passwale)
- E-commerce & D2C Brand Management (Postrd)
- Digital Media & Influencer Marketing Agency (Socializd, Managd)
- Startup Business Consulting (FindPulse – Product Strategy & Growth Advisory)

Core Expertise: Project Management | Business Development | SaaS Product Development | Product Management | Digital Marketing | Influencer Marketing | Lead Generation | Revenue Strategy | API Integration | Database Management | CRM Implementation | Client Acquisition | Startup Operations & Scaling | Strategic Planning

-----**President**

Syntaxium (Technical Community at *[Implied Institution]*)
April 2023 – February 2026

Executive Role and Strategic Leadership: Served as the President of Syntaxium, a premier technical club, holding ultimate responsibility for defining the club's strategic direction, overseeing all operational activities, and maintaining a high standard of technical engagement.

Operational Management and Community Building:

- **Agenda and Event Oversight:** Managed the club's comprehensive annual agenda, which included the systematic organization of regular, hands-on coding sessions, the planning and execution of competitive coding challenges (e.g., Hackathons, Code-a-thons), and the coordination of high-value technical talks delivered by both talented students and seasoned industry professionals.
- **Mentorship and Skill Enhancement:** Actively engaged with the entire club membership to identify skill gaps, provide direct mentorship, and cultivate an enriching, collaborative platform conducive to high-level knowledge-sharing and practical skill enhancement within the broader technical community.

Impact and Contributions: Demonstrated strong leadership in fostering a vibrant, technically proficient student community, resulting in increased participation in competitive

coding and technical skill development.

Key Competencies: Community Outreach · Strategic Marketing · Engineering Community Management · Campaign Strategies · Leadership · Event Management · Project Management-----

Founder and Project Lead

Aigonity (Wireless Communication & Tech Solutions)

October 2023 – December 2025

Strategic Function and Technology Focus: As Founder and Project Lead at Aigonity Private Limited, my role centered on contributing to high-level strategic planning, driving product development cycles, and executing business expansion initiatives, with a specialized focus on advanced wireless communication and emerging technology hardware solutions.

Detailed Responsibilities and Strategic Inputs:

- **Product Strategy and Development:** Directed product strategy and oversaw the technical development lifecycle for wireless communication and complex hardware-based technology solutions.
- **R&D and Feasibility Analysis:** Coordinated and conducted in-depth research and comprehensive feasibility analyses for pioneering technological domains, including emerging drone delivery systems, Unmanned Aerial Systems (UAS), and digital airspace management applications.
- **Hardware Operations and Procurement:** Managed the complex process of vendor identification, component sourcing and procurement, and rigorous technical evaluation procedures for critical hardware development stages.
- **Market Entry and Positioning:** Contributed significantly to product positioning strategy, developed competitive pricing models, and formulated the phased market entry plan.
- **Business Intelligence:** Executed extensive market research and competitor analysis to identify and capitalize on viable growth opportunities within the communication technology sectors.
- **Compliance and Corporate Governance:** Oversaw technical documentation, ensured alignment with necessary regulatory compliance standards, and managed internal company structuring and operational procedures.
- **Commercial Support:** Actively supported business development efforts through initiating and sustaining partnership discussions and exploring potential B2B collaboration opportunities, ensuring commercial viability.
- **Technical-Commercial Alignment:** Assisted in strategically aligning the company's core technical capabilities and product offerings with long-term commercial scalability and market demands.

Core Expertise: Product Strategy · Wireless Communication Systems · Hardware Systems Development · Business Development · Market Research · Strategic Planning · Vendor Management · Technical Evaluation · Operations Coordination-----

Campus Lead**AlgoBharat (Blockchain)**

August 2023 – January 2025

Role and Community Engagement: Served as the official Campus Lead for AlgoBharat, acting as the primary representative within my academic institution. The core mission was to actively promote a strong culture of competitive coding and significantly increase student participation in AlgoBharat's technical learning programs.

Operational and Outreach Activities:

- **Student Onboarding and Outreach:** Conducted focused outreach activities to effectively facilitate the onboarding of students into AlgoBharat's programs and learning tracks.
- **Event Promotion and Coordination:** Actively promoted coding contests, technical workshops, and organized campus-level engagement campaigns to maximize visibility and interest.
- **Liaison and Communication:** Functioned as the primary point of liaison between the AlgoBharat organization and the student body, ensuring clear, effective, and timely communication regarding opportunities and resources.

Demonstrated Impact: Successfully heightened campus-wide awareness of the value of competitive programming and technical skill development opportunities. Organized impactful promotional drives, vigorously encouraged peer participation in organized coding events, and actively supported community-building efforts among aspiring developers and technologists.

Key Competencies: Community Outreach · Technical Promotion · Event Coordination · Leadership · Communication Strategy · Student Engagement · Marketing Strategy · Relationship Management-----

Google Cloud Arcade Facilitator**Google**

June 2023 – January 2025

Focus: Focused explicitly on high-impact Community Outreach initiatives and fostering robust community building around Google Cloud technologies and learning pathways within the academic environment.

Core Skills: Cloud Computing · Community Building-----

Postman Student Expert**Postman**

March 2023 – January 2025

Demonstrated Expertise and Skill Application: Developed and applied high proficiency in API development, testing, and documentation using the Postman platform.

- **API Execution Mastery:** Proficiently built and successfully executed diverse API requests using all primary HTTP methods (GET, POST, PUT, DELETE), skillfully incorporating necessary components like query and path parameters, complex authorization mechanisms, and structured request body data.
- **Variable and Environment Management:** Expertly established and utilized variables across different Postman scopes, specifically at the environment and collection levels, to manage dynamic data and configuration settings efficiently.
- **Documentation and Maintenance:** Managed and meticulously refined comprehensive documentation for various API collections, ensuring clarity and ease of use for development teams.
- **Automated Testing:** Authored and implemented fundamental test assertion scripts for automated API validation, ensuring endpoints functioned according to specifications.
- **Advanced Collection Management:** Executed complex collection runs, efficiently managing data transfer between sequential requests, and scripting customized request execution orders for intricate workflow testing.

Core Skills: REST APIs · Software Development · API Testing-----

Microsoft Learn Student Ambassador

Microsoft

May 2023 – August 2024

Ambassadorial Role and Technical Evangelism: Served as a Microsoft Learn Student Ambassador, an integral role focused on promoting Microsoft technologies, developer tools, and learning resources within the campus community. The primary goal was to guide and assist fellow students in building essential technical competencies in areas like cloud computing, software development, and emerging technologies.

Initiatives and Responsibilities:

- **Technical Content Delivery:** Organized and led technical sessions, interactive workshops, and peer-learning initiatives specifically focused on Microsoft technologies, including Microsoft Azure and various developer tools.
- **Certification and Engagement Promotion:** Actively encouraged student engagement in official Microsoft certification programs, global hackathons, and structured learning challenges to accelerate skill acquisition.
- **Resource Liaison:** Functioned as the crucial link between Microsoft's extensive learning resources (Microsoft Learn) and the on-campus student community, maximizing resource utilization.

Significant Contributions: Effectively elevated campus-wide awareness of the importance of cloud computing and modern developer technologies. Provided direct mentorship to peers in navigating and completing Microsoft Learn modules and resources. Played a key role in strengthening fundamental technical knowledge and contributing to the development of a collaborative and innovation-focused technology community.

Core Skills: Technical Evangelism · Cloud Computing (Microsoft Azure) · Developer Tools Promotion · Event Management · Community Building · Mentorship · Public Speaking · Leadership · Technical Training-----

Indigo Squad Member

Mood Indigo IIT Bombay

July 2022 – December 2022

Role: Served as an active member of the Indigo Squad for Mood Indigo, the annual cultural festival of IIT Bombay.

A highly organized and dedicated contributor to the operational and logistical success of one of Asia's largest college cultural festivals.