

# Purnima Naik

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Portfolio: <https://purnimanaiak.github.io> | LinkedIn: <https://www.linkedin.com/in/purnima-naik> | Github: <https://github.com/PurnimaNaik>

## EDUCATION

**M.S., Information Systems**, Northeastern University, College of Engineering, Boston, MA

Dec 2017

**B.E., Information Technology**, Mumbai University, Mumbai, India

2014

## TECHNICAL SKILLS

Languages/Technologies : Objective C, Swift, JavaScript, Java, HTML5, CSS3, JSX, Bootstrap, PHP, XML, AJAX, SQL, Python  
Frameworks/Libraries : React JS/Native, NPM, Redux, Babel, Webpack, jQuery, Angular JS, Spring MVC, Hibernate, REST  
Tools/IDE : Xcode, Atom, Eclipse, Visual Studio, NetBeans, Spring Tool Suite, Selenium, Power BI, Git, Jira  
Databases : Realm DB, MySQL, SQL Server, PostgreSQL, Oracle 12c, NoSQL (MongoDB)  
SEO Tools : Google Analytics, Google Search Console

## PROFESSIONAL EXPERIENCE

**iOS Developer**, InterPro Solutions, Stoneham, MA

Feb 2018 – May 2018

- Responsible for updating and maintaining Interpro's mobile application, EZMaxMobile, which was written in Objective-C.
- Enabled work order lookups and display using UITableViewController, UISearchController, and elements of the MapKit Framework.
- Enhanced the native map by utilizing the ArcGIS SDK to achieve long press pin-drop, force touch gesture prompted callouts, and to disperse/cluster work orders based on zoom levels.
- Consumed APIs to build interactive features such as switching between different ESRI layers, satellite views, and flyout sidebar to show work orders on the map's graphics layer, plotted based on the client's spatial reference and asset coordinates.
- Integrated Core Animation framework's classes and protocols to create pixel perfect UI designs, graphics, and animations.

**Front End Developer Co-op**, Ahold Delhaize, Boston, MA

Jan 2017 – June 2017

- Developed native and hybrid applications for mobile devices and web applications, using Objective C, React JS, React Native, and Redux on rigid deadlines to deliver one or more deployable applications every 6 weeks owing to agile methodologies.
- Created geolocation application that consumed live feeds from multiple beacons and relayed back actions.
- Trusted to lead an inventory level-alert project for the associate data team; designed application architecture and user interface, implemented the frontend functionalities while collaborating with backend developers on API endpoints.
- Worked closely with UI/UX designers to create workflows for seamless human-computer interaction on devices ranging from desktops to kiosks for 4 different apps.

**Digital Marketing SEO Analyst**, SMG Convonix, Mumbai, India

July 2014 – Aug 2015

- Analyzed keywords, on-page elements, backlinks, and on-site content to devise and implement online marketing strategies.

## PROJECTS

### CropReco Mobile App (Objective C)

- Developed a native iOS app that recommends crops based on the climatic conditions in order to produce maximum yield.
- Users signup to receive crop recommendations based on temperature, humidity, sunlight received, and preferred yield period.
- Admin adds, deletes, and updates the crop details; also manages user profiles.

### E-Commerce Automobile Website (Spring MVC, Hibernate, HTML5, CSS3, Bootstrap, Javascript, XML)

- Developed an e-commerce application that lets users browse the car database, add to cart, and checkout with spring web flow integration to secure the entire checkout process beginning from 'add to cart'.
- Integrated cookies and a hidden form field to track user clicks and display customized content.
- Created admin BI dashboard to display sales by brand, best-selling cars and recently sold cars.

### Wall Street Journal Mobile Website (React JS, JSX, JSON, CSS, NPM, Webpack, Babel)

- Developed a responsive WSJ mobile website with customizable homepage; users can toggle various genres of news articles on, or off.
- Implemented a carousel using props to manipulate the state of current article component, thereby allowing users to skim article summary.

### Freshman Orientation Guide (HTML5, CSS3, jQuery, Javascript, Bootstrap, Angular JS, AJAX, PHP, Canvas JS)

- Created a website to provide bank and mobile plan information to incoming Northeastern University students.
- Developed functionalities such as real-time profile simulation, bank selection tool, pagination, graphs, animations, and email signup.

### High School Database Management & BI (SQL, MySQL, SQLServer, Excel, Toad Data Modeler, PowerBI)

- Designed entity-relationship and dimensional models to organize attendance, discipline, and academic performance data.
- Cleaned and normalized the database in order to formulate optimized SQL queries.
- Developed data cubes and data visualizations for student, parent, teacher, and administrator use cases.

### Enterprise Management Application (JAVA, Swing, MySQL)

- Designed and developed a JAVA application for chemical companies, featuring 7 different use cases- admin (business head), raw material supplier, factory admin, chemist, factory worker, customer and delivery agent.
- Using singleton pattern, implemented the concept of user logins, work requests (e.g. customer's request to admin for a new batch of chemicals) and work queues (e.g. factory admin's request to factory worker, comprising all customer requests) to manage the demand and supply of raw materials and finished products.
- Simulated the working of sensors in order to record temperature and display alerts to factory admin if the temperature crosses a preset threshold.