

Purnima Naik

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EDUCATION

M.S., Information Systems

Expected Dec 2017

Northeastern University, College of Engineering, Boston MA

Relevant Courses: Application Engineering & Development, Web Development Tools & Methods, Web Design & User Experience, Data Management & Database Design, iOS Smartphone Development, Advanced Data Science and Architecture.

B.E., Information Technology

2014

Mumbai University, Mumbai, India

TECHNICAL SKILLS

Web Technologies/Languages : Objective C, Swift, HTML5, CSS3, JAVA, JavaScript, PHP, JSON, XML, AJAX, SQL, R, Python
Frameworks/Libraries : jQuery, Angular JS, React JS/Native, Redux, Spring MVC, Hibernate, Maven, Swing, REST APIs
Tools/IDE : Xcode, Eclipse, Visual Studio, NetBeans, Spring Tool Suite, Toad Data Modeler, Power BI, Git, Jira
Databases : MySQL, SQL Server, PostgreSQL, Oracle 12c, NoSQL (MongoDB)
SEO Tools : Google Analytics, Google Search Console

PROFESSIONAL EXPERIENCE

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 alerts project for the 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 Analyst (SEO), SMG Convonix, Mumbai

Oct 2014 – Aug 2015

- Identified trends to provide quantitative business building propositions that improved rankings, leads, and conversions.
- Analyzed keywords, on-page elements, backlinks, and on-site content to design and implement online marketing strategies.
- Used strategic plans to achieve 53% ranking growth in 70% of critical keywords for a client's tax e-filing business within 2 weeks.

ACADEMIC PROJECTS

CropReco Mobile App (Objective C)

- The app aims to reduce or completely eradicate the number of farmers committing suicides in rural India; farmers loan money to buy farming items and are debt-ridden if the yields are not good enough to sell.
- 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.
- Created admin BI dashboard to display sales by brand, best-selling cars and recently sold cars.
- Implemented spring web flow 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.

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 for a high-school records database 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.