

Ravinder Baid

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EDUCATION

NITMAS (FORMERLY KNOWN AS ITME) | B.TECH(IT)
2011-2015 | Kolkata

LINKS

Github: [Ravinderbaid](#)
LinkedIn: [ravinderbaid](#)
StackOverflow: [ravinder-baid](#)

INTERNSHIP

PARALLEL DOTS | 2014
Scraped websites using Python to build context based news recommendation system.

PROJECTS

IMAGE SHARE
Web app for image sharing via URLs, with commenting and messaging features.

SKILLS

PROGRAMMING

Proficient:
Python • Go • Ruby

Familiar:

Java • Nodejs • HTML • CSS

DATABASE

PostgreSQL • MySQL

TOOLS & PLATFORM

Git • Kafka • Redis • Docker
AWS - EC2, S3, SQS, SNS, Lambda,
Cloudwatch • OOPS • NewRelic
Sentry • Clevertap • CircleCI
Jenkins • Skylight

ACHIEVEMENTS

Awarded the first prize in Simpl Hackathon built platform for upsell/cross-sell for D2C merchants.

Open Source contribution fixed reportlab labels for bar chart.

Won the first prize in CampusHash Hackathon

EXPERIENCE

SIMPL | ENGINEERING MANAGER | JUN 2020 - PRESENT | BANGALORE
ROLE - ENGINEERING MANAGER | OCT 2023 - PRESENT

- Developed an in-house payment orchestrator service integrating with various payment aggregators like **PhonePe, Razorpay, TPSL, and PineLabs**, facilitating **100 crore TPV per month**. Reducing payment cost by **6 bps per transaction** with no-downtime
- Added a card **tokenization** flow and became the first to secure **PCI DSS 4.0** certification in the country.
- Enabled team mitigate cost cutting features in FE to optimize UI by **35%** at **60%** lower costs
- Consistently prioritized addressing technical debts, leading to a remarkable **90%** decrease in false alarms.
- Extended the payment stack for D2C vertical by launching **Netbanking, Wallets and EMI**

ROLE - STAFF ENGINEER | OCT 2022 - OCT 2023

- Created O to 1 payment stack which included **UPI, Credit and Debit Cards** for D2C vertical(checkout)
- Integrated with **Razorpay** and **Juspay** to add Native OTP flow for Cards which increased success rate from **55% to 85%**
- Scaled repayment services to handle transactions smoothly from **400 crore to 600 crore**, with peak capacity reaching around **30,000** requests per minute.

ROLE - SENIOR SOFTWARE ENGINEER | JUN 2020 - OCT 2022

- Scaled customer communication using Kafka and Ruby on Rails from **900K to 6.9 million**, significantly improving delinquency.
- Developed and implemented a chatbot self-serve flow using NodeJS, resulting in an **80%** reduction in support tickets and significantly improving customer service efficiency
- Created a generic fraud dashboard which helped in all anti fraud initiatives throughout the org

INCEDO | SENIOR SOFTWARE ENGINEER | JAN 2019 - JUN 2020 | PUNE

- Led and delivered Scheduler Service, automating report scheduling (Once, Daily, Weekly, Monthly) using Python, django rest framework, and AWS SQS.
- Spearheaded Connect Report Service, integrating Splunk for report fetching and storing in S3, built with Python, django rest framework, boto3, and AWS SQS/SNS.
- Mentored and supported 6-7 new joiners, serving as their primary point of contact.

AIT GLOBAL | SOFTWARE ENGINEER | JUN 2018 - JAN 2019 | PUNE

- Migrated Docubuilder services from Python 2.7 to 3.7 for **30** clients, enhancing mutual fund document template creation. Optimized code, increased performance by **30%** and increasing efficiency.

INFOSYS | SENIOR SYSTEM ENGINEER | AUG 2015 - JUN 2018 | PUNE

- Worked on Dynamic Pricing of products for Infosys client KLX
- Implemented order consolidation to merge deliveries scheduled for the same time and location