Sandeep Maderametla

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Entrepreneur.

working at the nexus of design and technology to solve problems of massive scale to create a global human impact is my forte.

At the core of my job I love to be working, leading, empathising and succeeding in a world class team.

Areas of Expertise

- UX/Prototyping/HCI
- Analytics & Statistics
- Objective-C/iOS
- Python/Django/Memcached/MySQL

- Kivy-Cross Platform NUI Frmk

- Planning & Execution
- Team management
- AWS/Azure
- HTML/CSS/JS (Angular.js,node.js,d3.js)

- Processing - language for visual arts.

Professional Experience(*4yr*)

Moonraft Innovation Labs (http://www.moonraft.com)   2014 - present
Head of projects, digical team.

- Built a team of 5 programmers & designers from scratch, to power the new service product line we launched.
- Built POC's in retail marketing/sales scenarios for OCULUS VR, Google Cardboard & Estimote Beacons.
- Conceptualised and built **Metascreen** - a large screen formed by getting together about a 100 mobile displays, extending the MIT media labs junkyard jumbotron to video mode.

● Lead a project to build a **social command center** for a client, which is a 700 sq.ft space with multiple large screen installations designed to track and visually represent social data for a given set of keywords.

Chance Guild, Inc. (www.chance.fm)   2013 - 2014
CTO, Co-Founder

● Started with a problem of "Fans meeting followers" and co-worked with my co-founder to design and prototype the MVP which helped us get an opportunity to be a part of **Microsoft ventures accelerator** programme who selects 10 promising Indian startups among 1000+ applicants each year.

● Built a team of 2 mobile developers & 1 UI/UX designer with a very agile team culture to build products quickly.

● Released a fully functional private beta with in 7 weeks on a highly scalable django backend built on **Azure/AWS** cloud Infrastructures.

● Launched 'chance' app on Ios & google play stores, Graduated from "Microsoft Ventures Accelerator " and raised $25k in 0% equity grant funding from **Venture Hive, Maimi.**

● Successfully gained Initial traction by using various growth hacking techniques like Twitter spam-bots, data mining for targeted advertising etc.

Desto Creative Solutions. (www.desto.in)   2010 - 2012
Principal Founder & Head of operations.

● Started 'Desto' a web design and development studio out of college at age 19 with a vision to give a well designed online presence to Indian business while setting up operations such that all design and development would be out-sourced to hobby designers and developers studying in grad schools.

● Scaled the business out to 25 student employees and worked on 15 major projects involving corporate clients with in six months of launch.

● Streamlined operations to achieve scale and have undertaken projects with 40 corporate clients during my 2 years at the company as the founder while building a core team of co-founders playing a key role in technology and business operations.

● Desto continues to run today as a mid-sized company with an eight membered In-house team serving our brand loyal customers.

Pet projects
(https://hacksandyhack.quora.com)

Palette picker: An app which analyses the colors in an image and suggests a color palette that goes will with the colors in the image, very helpful in interior decoration, apparel shopping contexts. (*ongoing*)

Spambot love : A twitter spambot tweeting love at celebs.

Groc.co : A documentation generator for hypertext commented code.

Code for mom : A javascript programme to repeat a hindu "manta" 108 times every morning for my mom.

mappedindia.com : A map to aggrigate and represent all Indian start-ups, built to connect start-up community.

Education

IITM, Dual Degree, Electrical & Communication Systems Engineering (Final year dropout).

2008 - 2013

General Interests

Loves travelling, travelled 12,000 miles across India over last 3 years to forests, NGO's and remote locations, plans to travel the 3rd world in coming years.

Web presence

Hacks :https://hacksandyhack.quora.com   ***Weblog*** :http://frequest.wordpress.com/

Twitter :Sandeepdesto   ***FB*** :sandeep.entrepreneur

Github : sandeep-india   ***Lnkd-in*** :http://lnkd.in/bdB3Bdx

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