

AJAY DEEKONDA

Product Architect

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EXPERIENCE

Principal Software Engineer | [DoctorC - Simplify Wellness India Pvt LTD](#) | Dec 2020 - Current | 📍 Hyderabad, IN

- Engineered and deployed a **Web-based SIP Trunk system**, transitioning customer service from traditional telephony, resulting in a 70% cost reduction and elimination of physical device reliance, utilizing extensive design patterns.
- **Optimized a location-based slot system that improved performance by 20x and enhanced reliability**, concurrently cutting dev support time by 80%.
- **Contributed critically to a 15% increase in customer profit retention and a 1% rise in 90-day retention percentage through strategic product enhancements.**
- **Managed and integrated external laboratory systems**, increasing profitability and automating support processes by eliminating manual intervention.
- **Led the development and on-time delivery of a bug-free custom application for a partner lab's health camp serving 500,000+ individuals** within three weeks, ensuring compliance with government standards.
- **Built a proof of concept for continuous deployment using Jenkins**, establishing an optimized application development-to-production build cycle and a robust test case pipeline.
- **Streamlined organizational processes by leading individual verticals** and restructuring the on-call procedure for improved reliability and visibility.
- **Mentored and onboarded new engineering team members**, enabling them to contribute directly to the codebase and problem statements within weeks.

Product Architect | [Rockmetric Innovation Private Limited](#) | Jun 2016 – Nov 2020 | 📍 Mumbai, IN

- **Scaled enterprise analytics solution to handle over 700GB of data on commodity hardware**, servicing 20+ large clients including NBFCs, banks, retailers, and bureaus with a lean 3-person team.
- **Led the end-to-end design and architecture of the entire customer-facing application**, ensuring deployability in diverse environments using Docker and a self-hosted registry.
- **Drove significant efficiency improvements by redesigning the admin panel and upgrading SOPs**, reducing client onboarding costs by 25% and post-support calls by 50%.
- **Accelerated application performance by 10x through strategic implementation of MariaDB column store engine DB.**
- **Implemented an ISO 27001-based information security strategy**, ensuring compliance and successful audit clearance for over 50 enterprise clients while cutting onboarding time by 20%.
- **Streamlined development and increased application robustness by achieving 80% code coverage through test automation.**
- **Conducted rapid Proof of Concepts (POCs) with 2-hour to 1-day TATs** for major banks, NBFCs, and retailers, facilitating quick client engagement and demonstrating agile problem-solving.
- **Contributed significantly to team growth by impacting the hiring process and scaling the engineering team to +20 employees.**
- **Managed key client relationships, participating in sales pitches and conducting technical product reviews** for enterprise clients to understand requirements and facilitate platform configuration.

Software Developer Internship | [IIT Bombay](#) | Jun 2015 - Aug 2015 | Mumbai, IN

- Developed **virtual simulators for Chemical Engineering projects** as part of the Ministry of Human Resource Development's Virtual Labs initiative.
 - **Main focus was to provide virtual access to high-end and advanced tools to a wider audience**, democratizing access to specialized equipment.
 - **Ensured the usability and easy access of the tools by implementing robust security mechanisms**, enhancing overall user confidence and data integrity.
 - **Leveraged Python and web technologies** in the development process.
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PROJECTS

Final Year Project - HelpMaps | IIT Bombay | 2016 (Special Prize Winner, Tantra Vihar)

- **Founded and led development** of HelpMaps, a crowdsourced P2P web platform that created significant social impact for volunteers across India.
 - **Ideated, designed, and implemented core features** including identity management, gamification for community participation, and enhanced location-based pinning using **Google Maps API**.
 - **Structured the software development lifecycle using Agile practices**, including product roadmapping, sprint backlogs, and continuous improvement documentation.
 - **Designed end-to-end user journeys** through UML diagrams, prototypes, and A/B testing, integrating user needs to optimize product experience.
 - **Awarded Special Prize at Tantra Vihar 2016** for innovation and societal contribution.
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Side Hustle - No Life without Cricket

- Architected and developed a full-stack fantasy cricket application to automate complex score calculations and predictions for a fan group, scaling from **50 to 1000+ daily active users**.
 - **Designed and implemented scalable APIs and cloud-based solutions, including auto-scaling servers**, to handle increasing user load and provide quick, real-time score updates and video rendering.
 - **Engineered cross-platform compatibility** by leveraging robust libraries, enhancing user accessibility and experience.
 - **Managed the end-to-end technical lifecycle** of the platform, driven by a passion for both cricket and coding, demonstrating self-directed learning and problem-solving.
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EXPERTISE/ SKILLS

Database: MySQL/ MariaDB/ PostgreSQL Columnstore SQLServer Redshift Teradata

API and Logics: Python Java PHP Node.js Data Structures Design Patterns Microservices

Frontend UI/ UX: React.js Next.js Redux Bootstrap Gatsby

DevOPS: Docker Teraform VSTS CircleCI Jenkins AWS/ Azure/ GCP

Automated Testing: Selenium JMeter Appium

Team Management: Timeline dedication Conflict resolution Coaching

EDUCATION

Mumbai University | Jun 2012 – Jun 2016

Bachelor of Engineering in Information Technology
