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certificates

amazon webservices | Certified

Solutions Architect - Associate

Solutions Architect - Professional

Wharton UNIVERSITY *of* PENNSYLVANIA
Operations KNOWLEDGE FOR ACTION

Penn UNIVERSITY *of* PENNSYLVANIA
Gamification

Wharton UNIVERSITY *of* PENNSYLVANIA
Marketing KNOWLEDGE FOR ACTION
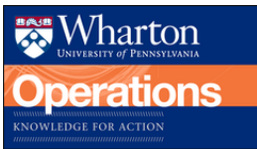
Summary

A decade of experience in Techno-Functional roles and domains, with expertise in Rapid Prototyping of technology ideas, competency in Customer and Vendor interaction. Effectively managed large teams, both technical and non-technical.

Professional Experience

July'12 - Now   **STYLETAG.COM**

Key Contributions as General Manager - Technology:

Technologies: AWS (RDS, ELB, VPC, EC2, Elasticache, S3, CloudSearch), Akamai CDN, Google Identity Platform, Exotel Cloud Telephony, Citrix XenServer 6.2, NFS, Mysql, Ruby, JRuby, Rantly, Quickcheck, SpreeCommerce.

Applications:
- *Gen-Real:* Data generator for simulating site-wide user and uploaded data specific to Styletag's business use case for scale tests.
- *Sale Uploader:* Multithreaded sale data and image uploader for Styletag leveraging Akamai's Image Cloudlet technology. Designed to reduce upload time from 4 hours to 2 minutes.
- *Automated Cohort Data:* Live Sales metrics generated in a Cohort format.
- *Customer Support Auto-Caller:* Multi-threaded and intelligent automated replacement for a support process involving manual COD confirmation calls.
- *Site Filters:* Fast and efficient product and category filters designed to avoid direct load on the primary Database.
- *Merchandiser Console:* Single-window console for critical site-wide alterations to product attributes with ledger based logging.
- *Transfer Cart:* Kiosk based marketing initiative which allows customers to transfer active carts from the Kiosk screen to their mobile device for added privacy.
- *Stormwatch Dashboard:* Single pane of glass dashboard for merchandisers designed to help them make intra-day course corrections.
- *COD Order confirmation:* Automated and multi-threaded SMS based COD confirmation using the Exotel platform.
- *Search:* Sitewide product and category search with weighted results using AWS Cloud Search.

Architecture:
- Instituted monitoring, alerts and escalation structures. Uptime increased from 99.09% to 100%.
- Reduced infrastructure OPEX by 50% and increased burst traffic capacity by 200%.
- Conceived, designed and built from scratch a stateless E-Commerce system with swappable micro-services.
- Designed a high availability architecture for the primary E-Commerce website.
- Migrated to a new platform, using an ETLV strategy with complete transformation of data, completed within 9 hours of downtime.
- *Local Cloud:* Local replica mirroring the production deployment on AWS to reduce cost of development and staging environments.
- *Stormwatch SSO:* Single sign on for internal applications using Google's Identity Platform with roles managed using Google's custom Admin roles.
- Engaged with Akamai for its CDN platform to enhance Tier-2 city accessibility.

Process:
- Managed ERP and POS migration from legacy systems.
- Researched technologies, platforms and standards; reduced costs and optimized existing infrastructure.
- Orchestrated ERP related processes, interaction with ERP vendors and internal stakeholders.
- Bettered customer experience by reducing site load time by two thirds. Reduced bounce rates by 10%.
- Headed offline marketing's technical initiatives and designed technology for Styletag's kiosk outlets.
- Introduced and adapted SCRUM for non-technical teams such as marketing and operations
- Defined and created OKRs for the tech team. Instituted Agile methodologies for development.
- Created points of contact and process for communication / requirements with other business units.

Aug'11 - May'12   **Stealth Mode startup**

Key Contributions as Product Manager:
Product & Project Management:
- Evangelized Android Mobility to companies in the non-mobility consumer space.
- Managed customer engagements and new business opportunities.
- Managed interaction with corporate entities for corporate technical training in Android.
- Oversaw project management and product management.
- Built and led the technical and development team from scratch.
- Trained team leads and team members in Agile development methodologies and SCRUM.
- Mentored team leads in people and project management.
- Was responsible for product ideation and market expansion.

Aug'06 - July'11   **Atlantis Computing**

Key Contributions as Engineering Project Manager:
Technologies: Ruby, Ruby Shoes, Ruby on Rails, Python, Erlang, Erlectricity, Bash scripting, Linux dialog, Postgres, Slony, Sqlite, SMTP, LDAP, Active Directory, AWK, GTK, ejabberd, JWChat, Linux DHCP server, Linux TFTP server, Qemu, VMware Player, Etherboot gPXE, NFS, NX (Nested X Server)

Applications:
- **Atlantis ILIO** - Storage Optimization Appliance with In-line Deduplication and Caching:
  - *Appliance Installer:* Installation system allowing customer specific changes of the ILIO appliance.
  - *Failover Monitoring:* Monitoring and escalation system for the automated HA failover and failback.
  - *ILIO Configuration Tool:* ISO generator for the appliance level customization used for quick deploys, implemented using Ruby/Shoes.
- **Atlantis UNITY** - Virtual Application and Virtual Desktop lifecycle management software:
  - *Active Directory Integration:* Enterprise level SSO integration of AD and the internal LDAP allowing role based access to Application Layers and Virtual Desktops.
  - *Netboot V1.0:* PXE-boot Knoppix based JeOS that allows thin clients to boot into a custom VDI image using Qemu built into the JeOS.
  - *Netboot V2.0:* Etherboot gPXE based enhanced JeOS that uses Ubuntu as a base with authentication and VDI selection through user specific boot menus.
- **Atlantis Webtop** - Cloud hosted application virtualization and streaming:
  - *Google Gadget:* Google Gadget with full-featured Webtop access allowing users to integrate Webtop into their Google homepage.
  - *Webtop Monitoring:* Single pane of glass user monitoring for usage statistics, subscriptions, trends and geographical access.
  - *Webtop Chat:* In-client chat system using e-Jabberd allowing users to share and chat within the Webtop Client.
  - *Management Console:* Detailed management console for access policies, quotas and application subscriptions.
  - *Webtop Signup:* Signup system to access cloud hosted web-browser accessible desktop applications through streaming.

Process:
- Oversaw all research and development projects conducted in the Bangalore centre, liasoned with US teams for planning and delegation.
- Managed project management, project/issue tracking along with people management and day-to-day task delegation.
- Managed development support for both Customers and Sales Engineering team.
- Trained and mentored team members in Agile software development and SCRUM.
- Handled technical recruitment and induction.

Technical skills

- Proficient at rapid prototyping of ideas.
- Have experience building technical product roadmaps. Proficient in building long-term solutions.
- Proficient with the full software lifecycle (ideation and design, development, testing, packaging and deployment).
- Experienced in both local and off-shore customer interaction. Have handled requirement analysis and provided

technology solutions.

- **Cloud Ecosystems:** AWS (EC2, VPC, RDS, Elasticache, S3, Cloudsearch)
- **Content Delivery Networks:** Akamai Luna, Akamai DSA
- **Experimentation:** Raspberry Pi (Digital Interactive Signage), Twitter Bot
- **Scripting:** Ruby, Basic Python, Bash
- **Database:** MySql, Postgres (older versions)
- **Frameworks:** Rails (Ruby on Rails), Shoes (GUI Toolkit)
- **Server technologies:** Familiar with High Availability systems and storage systems such as NFS, CIFS, NAS, SAN and iSCSI
- **Monitoring:** NewRelic, Pingdom, Pagerduty, Cloudwatch
- **Virtualization:** Citrix XenServer, VMWare (Player, Workstation, ESXi, View), Qemu
- **Operating systems:** GNU/Linux (use and development), Windows (use)

Certifications

August 2016	**AWS Certified Solutions Architect – Professional**	AWS
	Amazon Web Services, Certificate AWS-PSA-2554	
August 2016	**AWS Certified Solutions Architect – Associate**	AWS
	Amazon Web Services, Certificate AWS-ASA-19506	
July 2015	**Introduction to Marketing**	Coursera
	Wharton, University of Pennsylvania - Verified Certificate	
April 2014	**Gamification**	Coursera
	Wharton, University of Pennsylvania - Verified Certificate	
December 2013	**Introduction to Operations Management**	Coursera
	Wharton, University of Pennsylvania - Verified Certificate	

Academic Qualifications

Ongoing	**MBA General Management**	SMUDE
	Sikkim Manipal University	
2006	**B.E. Computer Science**	VTU
	Dayananda Sagar College of Engineering, Bangalore, Karnataka	
2002	**Standard 12**	CBSE
	National Public School, Bangalore, Karnataka	