DHANANJAY JANARTHANAN

No. 216, Karama, Dubai • +914443585545 • dhananjay300190@gmail.com

OBJECTIVE

An enterprising graduate aspiring to be a successful Software Architect and Project/Product Manager with expertise in infrastructure management and software production life cycles, planning, executing, controlling and closing projects, delivering business value and delighting stakeholders.

WORK EXPERIENCE

BDC HOLDINGS INC, Dubai

-Microsoft – Multi link QR code for Retail POS, Dubai   Feb 2014
Software Architect/ Consultant

- Programmed a multi-link QR code, that automatically changes to different XBOX game download pages, depending on the day of visit, for the Microsoft's XBOX Retail POS
- Designed and developed the customer analytics to measure the effectiveness of the campaign

-Blackberry – Online Retail Management Solution, Dubai   Oct 2013
Software Architect/ Consultant

- Developed a web based software application to manage the retail operations of blackberry in the UAE
- Designed and developed the complete database architecture for the application in MySQL
- Optimized the application to be accessed across multiple devices and platforms, and view data in real time with advanced search capabilities

-Intel – Retail Sales Incentive Program (web based), Dubai   Sep 2013
Software Architect/ Consultant

- Successfully implemented a web based sales incentive program for retailers of Intel's products spread across the UAE
- Designed and developed an addictive user interface and dashboard for the retail sales users
- Used principles of gamification to develop the heuristics for the web based contest and updated that with the help of an algorithm

-BDC Holdings – Cross Platform Loyalty Mobile App, Dubai   Aug 2013
Software Architect/ Consultant

- Developed a mobile app that runs on android, iOS, blackberry, as well as on multiple other handheld devices
- Designed the complete database architecture and established connection with the mobile app for real time data access
- Implemented the algorithm for employee discounts depending on stores and designation level of employee

AMP LLC, California | Chennai,   Mar 2013
Software Architect/ Analytics Manager

- Worked on web based analytics and derived insights for online marketing campaigns for the company's asset management platform.
- Created product wireframes and assisted in designing & developing software to

complement the platform.
- Developed a CRM strategy based on RFM analysis of U.S. clients by region.

EDUCATION

PGDM, Indian Institute of Management, Kozhikode   Mar 2013

B.E. Electronics Engineering, Anna University, Chennai   May 2011

COMPUTER SKILLS

Programming: C, C++, JAVA, Android, SQLite Sencha JS, HTML5, PHP, .Net, JS
Engineering Software: Adobe Creative Suite
Office Applications: MS Office, OpenOffice
Platforms: Phonegap, Android SDK, Eclipse, Mac OS, Windows, Linux

LANGUAGES

English: Intermediate Listener, Intermediate Speaker, Advanced Reading and
Writing **German**: Novice Listener, Novice Speaker, Intermediate Reading and Writing
Arabic: Novice Listener, Novice Speaker, Novice Reading and Writing

CERTIFICATIONS

- Bronze Award in Singapore Mathematics Olympiad
- Sun Certified Java Programmer
- Microsoft Certified Professional Web Developer

ACTIVITIES AND INTERESTS

Web | Software | Mobile Apps | Analytics | Reading | Movies | Music

REFERENCES

Available upon request