

Siddharth Kumar

[LinkedIn](#), [Github](#), [Stackoverflow](#), [Portfolio](#)

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Address: Sector 45, Gurugram, India

I am a highly motivated and experienced engineering leader with a proven track record of success in building & scaling high-performing teams and building metrics impacting product aligned with the vision of the organisation.

Educational Qualifications:

B.E. in Computer Engineering (2008-12) from Delhi College of Engineering (Delhi Technological University).

Professional Experience:

Google

Software Engineering Manager (L6)

Nov'23-Current

[Jan'22-Oct'23]

- Admin Console (Google Workspace): Leading various efforts to increase revenue for GWS.

Urban Company

Senior Engineering Manager

Mar'20-Oct'23

[Jan'22-Oct'23]

- Scaled tech team from 3 to 17: Led multiple pods to deliver both product and platform builds. Was given leadership awards for creating an environment of mutual growth and learning and introducing various processes to remove redundancies from onboarding, on-call, hiring and scrum.
- Matchmaking: The system behind assigning a request to a service professional which results in better earnings for the professional. Released builds like Reverse-MM, Leads page revamp, Auto-accept platform, solved lead notification issues. These builds led to increased acceptance rate by ~5pp and **utilization of partners by ~7pp**.
- Location: Partner location pings collection with http was a huge battery drainage issue along with less reliability of their tracking and distance calculation. Implemented MQTT along with OSRM and OSM with leaflet to save ~\$10K cost per month on location stack and increase reliability of track feature by ~10pp. Used contraction hierarchy algo to calculate distance at peak being **~5k rpm with P95 being ~40ms**.

Engineering Manager

[Mar'20-Dec'21]

- Communication: Created Raven, the async communication platform to support A/B testing, centralized content management, different cohorts based configurability, standardization across all comms & increased resiliency of the system. It increased dev productivity by abstracting out content and logic to **save ~100 dev hours per week**.
- Help & Recovery: Led HR pod to re-architecture ticket prioritization system and other builds like visibility of request details escalation, etc to increase agent's productivity. First Response Time increased by ~40pp.
- Large Home Project: Built product flows of home painting, a new category for UC. It required modeling for quotation workflow, handshake between partners and daily SoPs. It **increased category NPS by ~35**.

Rivigo services private limited

Engineering Manager

Sep'16-Feb'20

[Feb'19-Feb'20]

- Scaled tech team from 2 to 12: Joined as an early member of truck marketplace product VYOM. Worked on various things like backend, chat integration, devops and automating support. Was given RLP's Frugality award.
- E-WayBill App: Led the team to build an e-way bill app, integrated with multiple 3rd party services to provide resiliency, easy to access features like selection of HSN code, from-to-place information, truck type, etc.

Lead Engineer

[Jul'17-Jan'19]

- Fleet app: Owned the entire agenda of the app which is for truck owners to rent their trucks for transporters. It had various features like search for load, truck tracking, placing bids, KYC, teams feature, etc. This was an async system which used the choreography based SAGA pattern to provide resiliency and availability.
- Transport App: An app for transporters to place their requirements for trucks. It had various integrations like Google APIs, KYC verification, notifications and multiple other 3rd-party services. Used redis pub-sub to implement distributed caching with local spring CacheManager.
- Notification system: Built the notification system with multiple 3rd-party integrations like FCM, SMS and AWS SES. The system was designed to reduce dev's involvement for content changes.

Senior Software Engineer

[Sep'16-Jun'17]

- VYOM App: A marketplace app for both transporter and truck owners where they can put requirements for trucks, chat, see connections like linkedin and fix prices (like In-Drive app).
- Devops: Setup initial infra for VYOM marketplace, with features like CI-CD, exception-tracker, bastion host, etc. Moved the entire infra from Singapore to Mumbai to **reduce avg latency by ~80ms per API**.

StrollUp Online Solutions

[Feb'15-Aug'16]

Co-Founder & Architect

- Managed and led a **team of 10** including web & android developers and content writers.
- Designed and implemented db and server architecture for StrollUp's [web chat bot](#), [messenger chat bot](#), [app](#) & [website](#). Used NLP to understand user's intent and give them suggestions with free text typing like Google.
- Did SEO on StrollUp's site & blog and reached **50,000+ unique visitors per month organically**.
- Conducted weekly A/B tests on product to increase the booking conversion from 0.5% to 5% in 3 months.
- Implemented crawlers that **crawled 1500+ fb pages and sites** to get activities & events in a timely fashion.
- Automated operational tasks such as taking feedback from users, deployment, backup & virtual hosting.
- Exploring 3rd party softwares and deciding which one to use to optimize cost and performance for the company.
- Created and automated personalized email campaigns and push messages to increase user retention.
- Managed AWS Infra with services like RDS, S3, Cloudfront, EC2, EB, Route53, ElasticCache, DynamoDb & SES

Bravolucy Analytical Services

Jul'12-Jan 2015

Senior Product Developer

[Jan'14-Jan'15]

- **Realtime server**: Designed and implemented a RESTful server architecture for serving real time analytics and events of a football match and tournament. Used web-sockets for pub-sub mechanism.
- **Data archiver**: XML snapshots of football match events were being saved directly in S3, which was taking huge space in S3. I created an automated bash script that used 7zip compression to **save 99% storage**.
- **Match Simulator**: Implemented a football match simulator in bash script which simulated a real (from past) football match on a scaled time period. This gave us the ability to test new builds faster.

Product Developer

[Jul'12-Dec'13]

- Did statistical analysis to calculate win-tie-lose probability on large data sets of football matches using R.
- Developed and implemented algorithms to provide football analytics to users at a faster rate.

Leadership and Awards:

- **Pioneer Award**: Awarded for brand building by getting [4 tech blogs published](#) in Q4'22 in Urban Company.
- **Inspiring Leader Award**: Awarded for creating processes for growth and learning in Urban Company in June '21.
- **Team Builder Award**: Awarded for scaling team size from 3 to 12 in Urban Company in Dec '20.
- **UC Hackathon winner**: Won the hackathon in the customer category in Apr '20.
- **Frugality Award**: Was awarded for optimizing and saving on infra cost for RIVIGO in Aug '17.
- **President** (2011-12) and **Joint Secretary** (2010-11) of CSI-DTU student chapter.
- **Bronze Medal**: Led the badminton team to win the bronze medal in DTU Arena'09.
- **Indira Award**: Awarded by Govt of Delhi for securing 1st position in Delhi's zone IX in class XII 2008 exam.

Open source Projects:

- **Messenger** and **Whatsapp** chatbot: Implemented a wrapper (with jetty as deployment server) which can be used to develop messenger and whatsapp chatbot for an existing java based chatbot.
- **Jenkins-cli**: This works as a 'command line' CI-CD tool that can run on EC2 nano machines (512MBs of RAM). It has functionality like archiving/backup of the current build, building latest, deploying & reverting on AWS EB.
- **Dynamic image resizer**: it generates different dimension images from one image and cache them in cloudfront, on the fly. It can generate a favicon, thumbnail, icon, poster and banner from a single image.
- **Interview Street**: A linkedin & hackerrank type implementation for colleges where visiting companies can run their coding competition, students can discuss on forums and solve problems with inbuilt online compiler. The compiler can be configured for any number of languages and has resource limits for abuse reduction.

Tools & Technologies:

- Java (proficient), have also worked with php, Go, typescript, bash
- Spring frameworks (proficient), Hibernate and other Java and node frameworks
- AWS services (EB, EC2, S3, CloudFront, Route 53, etc), Kafka, MySQL, MongoDB, Redis, MQTT, Linux
- Monitoring and observability tools like grafana, prometheus, ELK

Things I like:

- Exploring places and open-source technologies and writing blogs about them: [Tech-blog](#) and [Travel-blog](#)
- Reading, Badminton, Go-karting, Travelling and Community ([Google local guide level-8](#), with 30Mn+ views).