



Malay Ladu



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CAREER OBJECTIVE

Solve real problems for real people is my primary objective. To work with/ for people who are committed to create values by solving real problems and make the world a better place to live.

CORE VALUES

- Create values for **Customers**
- Integrity
- Transparency
- Simplicity

SUMMARY

- 13+ years of experience in building products from scratch.
- 7+ years of experience in leading team.
- Hands on experience working with **REST API**.
- Developed different **Microservices**
- Understanding of building desktop app using Electron
- In-depth knowledge of **Object Oriented Programming (OOP)**.
- Developed many **WordPress & WooCommerce** plugins & **ActiveCollab** extensions.
- Actively involved in **planning, development, testing** of a product & customer support.
- Good **problem understanding & solving skill**.
- Able to work **independently**, as well as in a **team environment**.
- A **quick learner** and an **effective team player** with a **positive attitude** towards the problem solving and knowledge sharing.
- Open to **learn new things**.
- Ready to **accept challenges**.
- Sports person with **never give up** attitude

WORK EXPERIENCE

Awesome Motive Inc.

Nov 2022 – Present

Product Developer at OptinMonster

Responsibilities:

- Develop new features in OptinMonster SaaS platform.
- Develop new features in OptinMonster WordPress plugin.
- Code Reviews.
- Pair programming with teammates to solve problems.

Freemius Inc.

Oct 2021 – Oct 2022 (1 year)

Full Stack Engineer

Responsibilities:

- Implement features for partners
- Code Reviews.
- Manage Freemius WordPress SDK.

StoreApps Technologies LLP

Feb 2014 – Sep 2021 (7.5 Years)

Team Leader

Responsibilities:

- Manage product development life cycle.
- Lead standup/update meeting.
- Manage team of 10 people.
- Pair programming with teammates to solve problems.
- Do Code Review.
- Organize Hackathon to build products in 2 days from scratch.
- Development of WordPress & WooCommerce plugins.

Apps Magnet

Aug 2009 — Jan 2014 (4.5 Years)

Lead Developer

Responsibilities:

- Key responsibility is to generate product ideas, prepare a product plan, development of product and provide top notch support to our customers.
- Development of activeCollab extensions.
- Communicate with customers to understand their need and provide them an effective custom solution if require (done 50+ activeCollab customization projects)

PORTFOLIO

Microservices

- **Person profile enrichment** - Enrich people profile based on their email address.
Collect data from different sources and generate full profile like name, gender, avatar, work profile, address etc.
- **Domain enrichment** - Enrich domain data based on domain name.
Collect data from different sources and generate domain profile like alexa ranking, whois data etc
- **Email Verification** - Check whether it's syntactically valid, role based, disposable, webmail, catch-all email. It's very useful during signup process.
- **Address Parser/Expand** - Parse and expand address based on given address
- **Website Screenshot** - Get a screenshot of a website
- **Email Template Processor** - Convert external css into inline css, add utm tracking parameter to all links and also do spam check of a email content

WordPress Plugins

- [Email Subscribers](#)
- [Temporary Login Without Password](#)
- [Icogram](#)
- [Rainmaker](#)

WooCommerce Plugins

- [Affiliate For WooCommerce](#)
- [Save For Later For WooCommerce](#)
- [Saved Addresses For WooCommerce](#)
- [Express Checkout For WooCommerce](#)
- [Frequently Bought Together For WooCommerce](#)
- [Recently Views Products For WooCommerce](#)
- [Custom Thank You Page Per Product For WooCommerce](#)
- [Express Login For WordPress](#)
- [Smart Reporter](#)

activeCollab Modules

- Planning, Reports Plus, Tasks Plus

- Communications, Confidential Items, Hide People
- Bespoke, POP3 Authentication
- HouseKeeping, Smart Backup
- AppsMagnet Auto Updater
- Notifications Plus, Quick Add Plus
- WordPress activeCollab Connector
- WHMCS activeCollab Connector

TECHNICAL SKILLS

Programming Languages:

- HTML, CSS, TailwindCSS, Javascript, ES6, PHP, jQuery, Angular JS, VueJS, ReactJS, Node JS

PHP Frameworks & Applications:

- WordPress, Laravel, activeCollab

Databases:

- MYSQL, MongoDB

Tools:

- IDE / Editors: PHP Storm, Webstorm, Visual Studio Code, Sublime Text
- Version Control System: Git & SVN (GitHub, GitLab, BitBucket)
- Project Collaboration tools: Asana, Trello, activeCollab, BaseCamp
- Helpdesk Systems: Help Scout, Freshdesk, Zendesk
- Communication tools: Slack, Skype, Google Meet, Zoom

EDUCATION

B.Tech (I.T)

Jun 2005 – Apr 2009

Ganpat University

H.S.C

Jun 2004 – Mar 2005

Gujarat Secondary and Higher Secondary Education Board (G.S.H.E.B)

S.S.C

Jun 2002 – Mar 2003

Gujarat Secondary Education Board (G.S.E.B)

ACHIEVEMENTS

- Won 2 Hackathons
- Won Cricket Tournament (February 2017)
- Became **Landmark graduate** by successfully completing Landmark Forum, Landmark Advanced, Self Expression and Leadership Program. Also completed "Being Extra Ordinary seminar" (<http://landmarkworldwide.com>)
- Completed **Half Marathon** (21 Km)
- Completed **10 Km Run**
- Took a seminar on "**Software Product Development**"

INTERESTS

- Reading inspirational books.
- Playing Cricket, Volleyball & Badminton
- Cycling, Running
- Volunteering in different community events like helping aged people, distributing require things at orphanage home etc.

PERSONAL INFORMATION

Father's Name: Satishkumar Ladu

Date Of Birth: 19th October, 1987

Gender: Male

Marital Status: Married

Nationality: Indian

Languages: English, Hindi, Gujarati - (Read & Write)
Passport: Yes (K1982706)

DECLARATION

I here by declare that all the information furnished above is true and correct to the best of my Knowledge

Date
Place: