PHANEENDRA MARYALA

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EDUCATION

University of Southern California, Los Angeles   May 2015
M.S. in Computer Science

Jawaharlal Nehru Technological University, Hyderabad, Telangana   May 2013
B. Tech in Computer Science & Engineering

EXPERIENCE

Yellow Pages   August 2015 - Present
Software Developer   Glendale, CA
Technologies: AngularJS, BackboneJS, HTML5, React, Ruby.
- Developed large and complex data driven projects for YP internal teams, used by different teams and internal employees.
- Developed photo editor feature as a widget which can be sued by Sales YP website and YP website as customer facing tool.
- Developed widgets to ingest in different applications, Coupons widget where you can create, update, delete or view all coupons which is ingested now in 5 different applications and talks to different data systems.
- Developed the Category Search into one single search as a part of Innovation challenge at YP. Improving the Search Engine Optimization methods over the YP website which involves the factors for improving performance.
- Worked on the migration of applications to 100% https traffic and implemented the YP Category Heat Map based on user search query.

Yellow Pages   January 2015 – May 2015
Software Intern   Glendale, CA
- Implemented Tracking feature for third party data providers for on YP website and implementing to add a cover photo and for a business listing page. Worked on project in reducing the time to load the website to 4 secs.

Shutterfly Inc.   May 2014 - August 2014
Software Developer Intern   San Francisco, CA
Technologies: Java, Spring MVC, HTML, JavaScript.
- Implemented reorder and return functionality with an end-to-end functionality for the existing tool for shutterfly mobile website and website. Worked on performance benchmarking on apache spark, order management system.

University of Southern California   October 2013 – December 2014
Teaching Assistant   Los Angeles, CA
- Assisted Prof. Roger Schell in the course INF 525: Trusted Systems Design, Analysis and Development.
- Developed Security measures for Kernel in C.

PROJECTS & ACHIEVEMENTS

- Developed the **YP4Schools** application, where a school registers with it and all people associated with that school can write reviews on business and get paid for each valid review. Developed the **CCF-Tool** app which is used by Sales Dept.
- Implementing and iterating on user analytics to adapt to changing business needs and site technologies on YP website.
- Developed complete **website and application** for a Non-Profit Organization 'Women at Work'.
- Developed two Android Applications - **'Stock Exchange App' and 'Weasely Clock App'.**
- **3rd place** in YP-Hackathon 2016 – Interactive feedback screenshot. **Codeforces** rating of **2134**
- **Winner of YP-Innovation Challenge** – Came up with a new Business Model and developed prototype for categories like home Services, parties etc. which increased the revenue by $1 million for first 3months.

TECHNICAL STRENGTHS

Computer Languages	C++, Ruby, JAVA
Databases	MySQL, Microsoft SQL, IBM DB2
Web Languages	JavaScript, AngularJS, BackboneJS, HTML5, PHP, CSS3
Platforms / Tools	Linux, GIT, IntelliJ Idea