

MADHUR SHARMA

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Summary:

Innovative technology leader with extensive experience in developing user-centric products and implementing digital solutions. Adept at managing cross-functional teams, leading architecture transitions, and driving product development from concept to deployment. Expertise in recommendation systems, micro-services architecture, and AI-powered solutions. Passionate about leveraging technology to solve complex business challenges and enhance user experiences.

Experience:

Engineering Manager | Co-Founder | ForkLabs Technologies Pvt Ltd | Chandigarh, Haryana, India | Feb 2023 – Present

- **Recommendation Systems Expertise:** Acquired in-depth knowledge of recommendation systems by studying and implementing various models, including collaborative filtering, content-based filtering, and hybrid models. Gained a strong understanding of their practical applications and limitations.
- **Cold Start Problem Solving:** Successfully addressed cold start challenges by implementing strategies to handle new users and items with minimal data, ensuring a seamless and engaging user experience from the outset.
- **Team Collaboration and Reporting:** Collaborated with team leads to create detailed progress reports and provided technological assistance, ensuring the team was aligned with project objectives and goals.
- **Third-Party and Custom Services Integration:** Designed and implemented services for third-party integration, as well as custom services such as notification systems and payment gateways, enhancing the overall functionality and user experience of the platform.
- **Architectural Transition:** Led the transition from a monolithic architecture to a microservices-based architecture, enabling independent scaling and improving the system's flexibility and performance.
- **Mobile Application Development Leadership:** Managed and guided experienced teams in mobile application development for both Android and iOS platforms, utilizing Kotlin, Java, C++, and React Native to deliver high-quality applications.
- **Team Mentorship and Development:** Coached and mentored team members, providing regular feedback and guidance to support their professional growth and career development.
- **Task Prioritization and Backlog Management:** Worked closely with engineers to prioritize tasks, review progress, and manage the project backlog, ensuring alignment with project goals and timelines.
- **Roadmap Development:** Played a crucial role in translating complex challenges into actionable items on the product and team roadmap, driving the team towards achieving strategic objectives.
- **Client Relationship Management:** Regularly interfaced with clients to understand their needs, gather requirements, and provide tailored solutions. Ensured client satisfaction by delivering high-quality products and maintaining open lines of communication throughout the project lifecycle.

Engineering Manager | Jupitice Justice Technologies Pvt Ltd | Chandigarh, Haryana, India | Feb 2022 – 2023

Leading with Innovation & Growth: Built and led cross-functional engineering teams, creating an environment where learning and innovation thrive. Focused on mentorship and technical excellence, helping the team improve TSA scores by 30% while fostering a culture of collaboration and continuous improvement.

Driving Compliance & Security: Successfully navigated the ISO 27001 and 9001 certification process, working closely with auditors to ensure full compliance with industry standards. These efforts strengthened our security posture and streamlined operational processes.

Scaling with Microservices: Led the shift to microservices architecture, making our systems more scalable, resilient, and efficient. This transition reduced downtime by 40%, making it easier to support the company's rapid growth.

Optimizing Performance & Reliability: Designed and optimized our MySQL database architecture, improving query performance by 50% and ensuring that our systems handled increased data loads smoothly and reliably.

Seamless Third-Party Integrations: Developed API-driven services for key integrations, such as Aadhar verification and e-signature solutions, enhancing the platform's security and usability while cutting authentication times by 60%.

Building Reliable Messaging Services: Created a high-performance SMS and notification microservice using Java Spring Boot and Redis, achieving 99.99% uptime and handling millions of daily requests with minimal latency.

Enhancing Digital Workflows: Developed a Python-based e-signature microservice, allowing secure electronic document signing and reducing manual processing time by 70%, making workflows faster and more efficient.

Maintaining Code Quality & Mentoring Engineers: Regularly conducted code reviews and technical mentorship for junior engineers, ensuring best practices were followed and improving overall code quality and maintainability. This helped reduce production bugs by 40% and enabled faster feature rollouts.

Founder and CTO | HeyTech IT Services | Ambala, Haryana, India | Mar 2020– Feb 2022

- **Project Leadership:** Founded *HeyTech IT Services*, where I successfully completed numerous projects, including mobile applications, websites, and desktop applications, delivering innovative solutions that met client needs and exceeded expectations.
- **Specialized Development:** Developed an offline map-based application for the Indian military using Electron JS, showcasing advanced technical skills and the ability to meet high-stakes project requirements.
- **Comprehensive Analysis:** Conducted in-depth market, competitor, and need-gap analyses to inform product development strategies, ensuring that solutions were aligned with market demands and client goals.
- **Technical Expertise:** Leveraged a diverse set of technologies, including React JS, Node.js, and Electron JS, to create custom solutions that were both secure and scalable, demonstrating a commitment to quality and reliability.
- **Client Collaboration:** Worked closely with clients to understand their business objectives, translating their needs into actionable development plans and delivering high-quality results on time.
- **Continuous Improvement:** Dedicated to continuous learning, using freelancing opportunities to deepen my understanding of emerging technologies and refine my approach to building robust, high-performing applications.

Senior Android Developer - Lead Technology | Anaya Communication Pvt. Ltd. | Mohali, Haryana, India | Aug 2017– Mar 2020

- **Building Digital Solutions for LG:** Developed Android applications for LG's digital products tailored to the Nigerian and Kenyan markets, enabling distributors, warehouses, and sales teams to seamlessly manage buying and selling operations. Worked closely with backend teams to design efficient API logic, ensuring a smooth and reliable user experience.
- **Innovating for Social Good:** Designed and developed FightPoverty, a donation-based Android application that simplified charitable giving. Built the backend in PHP, integrated API services, and implemented secure payment solutions using Braintree for PayPal and Google Pay, ensuring a seamless donation experience for users.
- **Advancing to Full-Stack Development:** Promoted to Full-Stack Developer within a year, leading the development of a browser automation solution using Selenium, Node.js, and Python. This tool optimized workflows, reduced manual effort, and enhanced efficiency, demonstrating my ability to bridge backend and frontend technologies.
- **Scaling SMS Campaigns for Global Clients:** Engineered a high-performance SMS platform that allowed businesses to create and manage transactional and promotional SMS campaigns. The system, built with Python and PHP, processed 4–5 million messages daily via the Vodafone pipeline, serving high-profile clients like ByteDance China and local enterprises. Integrated a detailed reporting service, providing real-time campaign analytics to drive data-driven marketing strategies.
- **Redesigning E-Commerce for Impact:** Led the redesign and development of multiple e-commerce websites, managing a team skilled in WordPress, PHP, JavaScript, HTML, and CSS. Focused on enhancing user experience, performance, and visual appeal, while ensuring seamless project execution and client satisfaction through clear communication and tailored solutions.
- **Powering Digital Marketing & Chatbots for Bollywood:** Developed a WhatsApp chatbot for the Bollywood movie DREAM GIRL (2019) that provided automated responses based on a pre-defined script, engaging fans in a unique and interactive way. Additionally, designed and executed a digital marketing strategy for PAL PAL DIL KE PASS (2019), launching highly targeted Google Ads and Facebook Ads campaigns, driving significant audience engagement.
- **Securing Mobile Applications:** Strengthened mobile application security by implementing advanced measures to protect APIs and sensitive data. Conducted reverse engineering of Android applications to

identify vulnerabilities and applied techniques like code obfuscation and URL masking to prevent hacking attempts, ensuring robust data security.

Junior Developer | Mansa Infotech Pvt. Ltd | Chandigarh, India | June 2016 – Aug 2017

- **Prototype Development:** Developed innovative Android application prototypes, including a live location tracking app and a real-time autograph application, demonstrating advanced technical capabilities and a focus on user experience.
- **Dating Application Prototype:** Worked on a dating application prototype, collaborating closely with the backend team to design and implement API logic, ensuring seamless integration and functionality across the platform.

Education:

- Bachelor of Technology (Computer Science and Engineering), Ambala College of Engineering and Applied Research, 2012-2016
- 12th CBSE, Major R.N. Kapoor D.A.V Sr. Sec. School, 2012
- 10th CBSE, DC Model Sr. Sec. School, 2010

Certificates and Coursework:

- Java (Appin Technology, 2014)
- Core Java (Inter-college programming competition, 2013 - 2nd place)
- Web Development workshop (2013)
- ISO Certification 27001 and 9001
- JavaFX Media Player (2015)
- Java Desktop Application (Offline Exam) (2014)

Skills:

- Front End: HTML, CSS, Bootstrap, React JS, React Redux
- Database: MongoDB, MySQL, SQLite
- Tools: Jenkins, GitLab, Jira, Bitbucket
- Frameworks: Node JS, Express JS, Electron JS, Spring Boot, React Native, etc.
- Queue System: Redis with Node JS, Cache system, RabbitMQ
- Programming Languages: JavaScript (ES6), C, C++, Python, Java, PHP, Kotlin
- Digital Marketing: Google Ads, WhatsApp, Telegram, Chatbot