Kanishk Kumar

Engineering Manager | Wynk Music | Xstream Play|AdTech|Growth Hacker | Scrum Master

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Summary

As an engineering Manager, I bring strong leadership skills to building robust and scalable systems. In my role, I oversee key aspects to ensure the success of engineering projects and teams. I focus is on leading and managing teams by hiring top talent, driving performance, and offering mentorship and development opportunities. From a technical perspective, I provide oversight for system architecture and design, develop technical strategies, and uphold high-quality standards. Additionally, I manage budgets, allocate resources efficiently, optimize engineering processes, and maintain the necessary technical infrastructure and tools. With a solid technical background, I have experience working on highly scalable and available applications in Music Streaming, OTT, e-commerce, and finance domains.

Work experience

Airtel, Gurugrum, India
Engineering Manager
Full-Time, 5 Years, June 2019 - Present

M800 Limited, Hong Kong
Technical Lead
Full-Time, 2 Years, July 2017 - June 2019

MELORRA, Bengaluru, India
Senior Software Engineer
Full-Time, 1yr 4months, March 2016 - July 2017

Barclays Technology Centre India, Pune, India
Senior Software Engineer
Full-Time, 3 yr 9months, June 2012 - March 2016

Roles & Responsibilities

- Lead and mentor cross-functional teams of mobile and backend engineers for Wynk Music and Xstream Play Applications fostering a collaborative, high-performance culture. Oversee recruitment, talent development, and performance management

- Provide architectural direction and technical leadership for scalable, secure, and high-performing mobile applications and backend services. Ensure best practices in code quality, system design, and performance optimization.

- Collaborate with product, design, and business teams to develop long-term engineering roadmaps for both mobile and backend systems. Set priorities and translate business and customer requirements into high-impact technical solutions.

- Ensure a seamless user experience across mobile platforms (iOS, Android, wearables) and backend services. Optimize APIs, microservices, and data pipelines for performance and reliability.

- Stay ahead of technology trends in both mobile and backend ecosystems, integrating innovative solutions to enhance product offerings.

- Act as a key liaison between engineering teams and business stakeholders, aligning technical strategies with business objectives. Present technical updates and progress to executives and cross-functional teams.

- Manage engineering budgets, allocate resources effectively, and balance internal development with external partnerships. Ensure efficient use of tools, technologies, and cloud infrastructure.

- Implement and enforce best practices for security, compliance, and data privacy across both mobile applications and backend systems. Ensure systems are built for high availability, reliability, and scalability.

- Continuously refine engineering processes, CI/CD pipelines, and development workflows to improve efficiency, collaboration, and quality across mobile and backend teams.

Key Projects

Wynk Music
Platform: iOS, Android, Web, Automotive OS, Drive mode, Android TV, Apple Carplay, Apple Watch

Wynk Music is a music streaming & downloading app, for every mood!
Stream & download songs on the Wynk Music app & discover music from its huge library

- 10 million daily active users & 80 million monthly active users
- Music Streaming & Downloads: 100+ million daily streams
- Hellotunes: 1L daily HT users
- Ringtones
- Subscriptions (Apple, Google Play Billing, PayU)
- **Publication URL:**
    - **iOS:** https://apps.apple.com/in/app/wynk-music/id845083955
    - **Android:** https://play.google.com/store/apps/details?id=com.bsbportal.music&hl=en_IN

##

Layout Engine
Platform: iOS, Android, Web, Automotive OS, Android TV, Apple Carplay

The layout engine delivers personalized content and product discovery based on user activity and recommendations, while empowering product and marketing teams to automatically control the sequence of content served.

- Reusable & Customisable Widgets
- Launch New Pages & widgets without an app release
- Segmentation & Targetting
- A/B Testing

##

Growth SDK
Platform: iOS, Android

The SDK enables product and marketing teams to quickly make changes to their app, reducing their reliance on engineering to meet onboarding and adoption goals.

- Realtime In-App Campaigns
    - Widgets
    - Nudges (Floaters, Tooltips, in-app videos)
- Push notifications (FCM, APNS)
- Realtime Filtering & Targeting
- Analytics Events Management

##

AdTech SDK
Platform: iOS, Android, Web, Android Automotive, Drive mode, Android TV, Car Play, Apple Watch

SDK to serve Programmatic and Native Direct Ads.

- Programmatic & Direct Ads
    - Interstitial Ads
    - Banner Ads
    - Audio/Video Ads (pre, post & midroll)
- Waterfall Adunits
- Realtime Prebidding

##

Maaii | Free Calls & Messages
Platform: iOS, Android

Maaii allows you to connect to other Maaii friends worldwide with free calls & messages over Wi-Fi or a data network!

********** COOL FEATURES **********

- Free Maaii to Maaii calls & messages
- Call any phone (landline or mobile) to 120+ destinations at low costs.
- Send SMS to friends who are not on Maaii at low rates
- Video Calls
- Messaging with photo, location share, audio message, and video
- New friend-finding functionality by location, PIN, and recommendations

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Melorra
Platform: iOS, Web

An e-commerce iOS Application where customers can buy Gold Jewelry online.

- Complete Ownership & Development of iPhone and iPad App.
- You can also create your style wish lists. All you need to do is favorite your jewelry and style feed looks
- This application is designed for iPhone & iPad.

Investments – Barclays Official Application
Platform: iOS

- iPad Application for Barclays Customers for Investment Declaration.
- Customers can declare their investment in different Plans.
- This application is designed for the iPad.

###

My Zone – Barclays Official Application
Platform: iOS

- iOS Application for Barclays Colleagues for News and Events within the Bank.
- This application is designed for both iPhone & iPad.

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Quick Serve (iBOC UK) – Barclays Official Application
Platform: iOS

- iPad Application for opening an account for Barclays Customers.
- Implemented Create Customer & Identification and Verification.
- This application is designed for the iPad.

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Education

B.Tech - Information Technology
Bharati Vidyapeeth College of Engineering (2008-2012)
Pune, India

Higher Secondary School (CBSE)
GuruTegh Bahadur Public School - (2006-2007)
Meerut, India

Senior Secondary School (CBSE)
GuruTegh Bahadur Public School - (2004-2005)
Meerut, India

Skills

Leadership, Stakeholder management, Scalability, Deployment strategies, Problem solving, iOS & Android App Development, Apple Carplay, Android Automotive OS, Drive mode, Apple Watch Kit, Swift, Kotlin, iOS, Android, Java, Objective-c, C, C++, CICD, Jenkins, SONAR, Automation testing, Xcode