Pranav A. Sheth

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Professional Summary:

- Over 13 Years of experience in the design and development of Information Technology Systems, which encompass different aspects of software development life cycle including technical architecture, design, development, testing and quality assurance.
- Strong knowledge in MS.NET technology. (.NET Framework, C#, ASP.NET, ADO.NET, Web Forms, Windows Services, Ajax, XML, Jquery, SOAP and Web Services).
- Experience in advance client-side scripting using Bootstrap, JQuery etc.
- Good experience in creating packages, connection manager, Control flows.
- Willing to learn and adapt to new challenges, especially in Finance, E-com, Healthcare.
- Working in technical lead capacity and managing teams of 5-8 members. Ability to handle multiple projects.
- Strong communication, technical and business skills strengthened through consulting and development assignments.

Education:

- B.E. (Computer Engg) from Mumbai University, Maharashtra.
- Diploma in Computer Engg from Mumbai University, Maharashtra.

Technical Skills:

Languages	C#, ASP.Net 1.1/2.0/3.0/4.0 Node JS, Express Node JS
Internet Applications	ASP.NET 3.5/4.0, C#, ADO.Net, AJAX, Entity Framework,
	Restful Services.
Windows Applications	Win forms, Windows Services, MSMQ
Web/Application Servers	IIS 5.1, IIS 6.0, IIS 7.0
Scripting Languages	Java Script, JQuery, JSON.
Methodologies	OOPS, OOAD, Agile.
Markup Languages	HTML/HTML5, CSS/CSS3, XML
Project Management & Issue Tracking	Jira, Zoho, Redmine.
Server Tools	Tortoise SVN, FileZilla, WinSCP

Certifications:

Microsoft .NET Framework 3.5, Windows Communication Foundation Application Development

Microsoft .NET Framework 3.5, ASP.NET Application Development

Microsoft .NET Framework 3.5, ADO.NET Application Development

Professional Experience (13 Years):

Currently Working in **Algorithm Ventures Pvt. Ltd.** formerly Know as (Telescient Technologies Pvt. Ltd.).

Project: Ad Server Solutions (SAAS & Licensed) / RealTime Bidding Agents

Client: Tapnative.com, adult.pro, themediastreet.com, adinfinitum.in, dochase.com, audiencelogy.

Team Size: 6

Environment: ASP.net 4.0, HTML 5.0, CSS 3.0, AJAX, JavaScript, JQuery, Node JS

- Ad Exchanges are real time technology platforms that facilitate the buy and selling of online media advertising inventory from multiple ad networks.
- Building upon the popular Ad Network technology from Ad Server Solutions, Audiencelogy brings to you a powerful unified Display and Mobile exchange platform that facilitates aggregation of traffic from direct publishers, ad networks and RTB providers and then selling to advertisers, agencies, media buyers, ad networks and demand side platforms.
- Exchanges like Flurry, Smaato, EPOM and Openx. In these Bidding Agents receive request form Marketplaces and Bidding agents are required to respond or bid within 100ms to the requests

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in order to win the bid.

- As I get the request in my node js program in json format. We first parse the data and make appropriate my sql calls, to check do we have any ads to server this request and send back the response. This whole process must take place in less than 100 milliseconds.
- We have used express node js as it is acts as a standalone server which works by assigning port
 no. From node js we can make server side database calls, and this work very fast for real time
 bidding system.

Project: iFunding Admin & Investor Portal (US & IL)

Client: www.ifunding.com

Team Size: 4

Environment: ASP.net 4.0, HTML 5.0, CSS 3.0, AJAX, JavaScript, JQuery.

- iFunding is Real Estate Crowdfunding web and mobile application. From iFunding application, we can browse live investment opportunities including information about the property, documents and Q&A with the sponsors.
- Investors can sign investment documents electronically from our mobile app (or website) and avoid the need to print documents for signature. iFunding application provides a platform where investor can review an investment.

Project: Studio CZ (www.studiocz.net)

Client: Collegiate Zone

Team Size: 4

Environment: ASP.net 3.5, C#, SQL 2008, Jquery, Ajax, HTML 5, CSS 3.0.

- Studio CZ is an application which reaches out to all of your networks, including mobile users, with studioCZ your easy to use, fully customizable, interactive, media-rick platform.
- It allows users to attach and send multiple files in one message. Share videos, slideshows, audio, flash, documents at one time on your large, personalized and branded backdrop. Upload and embed your media into a web viewer with your introduction video. Change the background. Add your message text. Then, share with your social networks, blogs, websites, and email.

Project: E Insurance Portal (Web Premium Calculator)

Client: Kotak Life Insurance

Team Size: 6

Environment: ASP.net 3.5, C#, WCF.

- Web premium calculator is an online tool, for calculating the insurance for the specified plan.
- There are different plans, and for that different criteria is set for calculation.
- All the BI work is done in Web Service which communicates through WCF.

Project: Customer Portal Enhancement

Client: Kotak Life Insurance

Team Size: 4

Environment: ASP.net 3.5, C#, WCF

- As per the new Income Tax policy, payment of premium more than Rs. 49,999. Customer must provide pan card number.
- This was accommodated in the current payment system.

Project: www.sciencepurchase.com

Client: Electronic Express, New Jersey & SciencePruchase.com

Role: Development

Environment: ASP.net 2.0, C#, HTML, JS, AJAX

Team Size: 3

- It is a shopping cart website, were user can purchase all the scientific instruments. Payment processing done through pay pal integrations with secure server.
- All the data has been spidered from their existing site. We have made admin menu with different roles for store admin, multi store admin, price admin, and customer and application

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management.

Personal Details:

Date of Birth: 08 October 1980.

Marital Status: Married.

Language Known: English, Hindi, Marathi, Gujarati.

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