PRIYAM SINGHAL
Entrepreneur & Software Leader

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WORK EXPERIENCE

Founder
Ed2Play   📅 *Jan 2025 - Present*
- Founded a B2C start-up focusing on educational tools for elementary age kids.

Founder
Change2Green   📅 *Jan 2025 - Present*
- Founded a B2B start-up focusing on sustainability by improving textile industry needs for recycled raw materials.

Software Development Manager (Manager III)
Amazon Lens Backend Team
Amazon   📅 *Jan 2024 - Dec 2024*
- Led a team of 4 Full Stack Engineers to develop 2 new and maintain 4 existing internal tools, leveraging data engineering tools, open search clusters, lambdas, python based backend and react based front-end.
- Led a team of 5 backend engineers to develop Amazon Lens backend platform and deliver Visual Shopping products using AWS SageMaker, Computer Vision Deep Learned Models, leveraging big data engineering systems.

Head of Operations & Logistics
Organizing Board
Me2We (NPO for Stanford LEAD Program Alumni)   📅 *Jun 2023 - Aug 2024*
- Organized a successful event for in-person 500+ LEADers from all around the world at Stanford Campus in March 2024
- With a team of total 5 people, organized event logistics like registrations, speakers, content, scheduling, catering, seating, venues, sessions, swags, field trips, transportations, accommodations etc.

Software Development Manager (Manager III)
Amazon Lens Mobile Team
Amazon   📅 *May 2019 - Dec 2023*
- Led a 25+ person team developing Visual Search (Amazon Lens) mobile features including iOS and Android using Objective-C, Java, Kotlin and ReactNative. Collaborated with product, design, and backend teams to deliver successful products and shape the roadmap. Conducted A/B tests to enhance user experience.
- Hired, mentored, and developed software engineers.

Software Development Engineer
Amazon Lens Mobile Team
Amazon   📅 *Feb 2016 - April 2019*
- Designed innovative iOS app UI with multi-gesture responsiveness and auto-layout using Objective-C.
- Led a major app refactor for Amazon mobile Shopping app.
- Mentored engineers on coding practices and knowledge sharing.

Software Development Engineer
Apple WWRC (IS&T)
Apple Inc. (Contracting through Tata Consultancy Services)   📅 *Dec 2010 - Feb 2016*
- Developed iOS features for the Apple POS application used in Apple Stores worldwide (EasyPay Touch).
- Developed automation testing infrastructure based in Objective-C.

SUMMARY

Dynamic team leader with 13+ years of experience in software development and management. Proven ability to lead and motivate teams to deliver innovative and high-quality products on time and within budget. Expertise in software development, project management, and team leadership. Strong interpersonal and communication skills. Passionate about technology and its potential to improve people's lives.

SKILLS & TOOLS

- People Management
- Professional Development
- Planning & Operations
- Software Tools & Frameworks (AWS SageMaker, ReactNative)
- Object Oriented and functional languages(Objective-C, Java, Swift, Python, Typescript)
- Scripting Languages (Perl, Shell, AppleScript)
- Database (SQL)
- IDEs (Xcode, Eclipse, IntelliJ, VSCode)
- Automation Tools (CICD concepts, Jenkins, Appium, AWS Device Farm, FoneMonkey)

EDUCATION & CERTIFICATES

- Completed **Stanford LEAD program** (2022-2023)
- **AWS Machine Learning University GenAI for Leaders Certification**
- **LEAD1x: Exercising Leadership: Foundational Principles**
- **Sun Certified Java Programmer** by **Oracle** in **2013**
- **B. Tech in Information Technology,** Noida Institute of Engineering & Technology (GBTU), 2010.