

# Praveen Pali

## Mobile Application Tech Lead

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### PROFESSIONAL SUMMARY

Mobile Application Tech Lead with 12+ years of experience in full-cycle development of cross-platform and native mobile applications. Skilled in React Native, Swift, Objective-C, Kotlin, and Android development. Proven expertise in technical architecture, team mentoring, and delivering scalable solutions. Adept at aligning technical initiatives with business goals, driving performance improvements, and accelerating time-to-market for mobile products.

### TECHNICAL SKILLS

**Programming Languages:** Swift, Objective-C, Java, Kotlin, TypeScript | **Frameworks:** Redux, Retrofit, RxJava, GraphQL, Tailwind | **Frontend:** React Native, UIKit, SwiftUI | **Backend:** REST APIs, GraphQL | **Tools:** Xcode, Android Studio, VSCode, JIRA | **Databases:** SQLite, Core Data, Realm | **Platforms:** Firebase, Bitrise, Jenkins | **Methodologies:** Agile, Scrum, Sprint Planning, Code Review, Documentation | **Library:** RxJava, Retrofit, Redux | **Others:** Team Leadership, Project Planning, Stakeholder Communication, Integration (Razorpay, PayPal, Agora, Google Maps)

### PROFESSIONAL EXPERIENCE (11.9+ Years)

#### Mobile Application Tech Lead | Dec 2023 - Present

##### Fanory.ai | Noida

- Launched scalable live entertainment and multi-host video/audio features, increasing user engagement by 35%.
- Integrated Razorpay for seamless in-app payments, improving user reviews by 50%.
- Defined mobile architecture, managed sprint planning, and established CI/CD pipelines.
- Mentored and upskilled a team of 5+ engineers in cross-platform and native mobile development.

#### Team Lead iOS & React Native | Sep 2021 - Nov 2023

##### AllTrak Technologies Pvt Ltd | Gurugram

- Led a 12-member team delivering healthcare and logistics solutions, incorporating real-time location tracking, QR/barcode scanning, and in-app payments.
- Increased operational efficiency by 66% through modularization and reusable code practices.
- Oversaw code reviews, enforced unit testing, and managed end-to-end release cycles.

#### Sr. iOS Developer & React Native | Aug 2020 - Aug 2021

##### Bada Business Pvt Ltd | New Delhi

- Developed and deployed two business-learning mobile apps (React Native & Native iOS), achieving 80%+ user satisfaction.
- Collaborated with design, backend, and QA teams to ensure smooth and timely release pipelines.
- Implemented rich video and course content delivery features using local caching and CDN optimizations.

#### Sr. iOS Developer | Mar 2017 - Feb 2020

##### Trihund Solutions Pvt Ltd | New Delhi

- Built reusable frameworks, accelerating iOS development speed by 40%.
- Introduced TDD practices, reducing production bugs by 60%.
- Optimized app performance for large-scale applications using Core Data and advanced image caching techniques.

#### iOS Developer | Jan 2013 - Feb 2017

##### Alleviate Technologies Pvt Ltd | Jaipur

- Designed and developed multiple B2B and B2C iOS apps, achieving 90%+ user retention rates.
- Implemented analytics and push notification features to enhance client business operations.

## PROJECTS

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**Badabusiness One App** | *Aug 2020 - Aug 2021*

**Bada Business**

- Optimized app performance for seamless content delivery.

**LogiTrack** | *Sep 2021 - Nov 2023*

**AllTrak Technologies**

- Delivered a scalable solution for managing customer service requests.

**NewsNation App** | *Feb 2017 - Aug 2021*

**Trihund Solutions**

- Enhanced user experience with efficient data handling and caching techniques.

**Fanory Live Streaming Platform** | *Dec 2013 – Present*

**HypeClub.ai**

- Designed and implemented a scalable architecture for high user engagement.

## EDUCATION

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**Master of Computer Applications (MCA)** | *April 2013*

**LIET (RTU)** | *Rajasthan*

**Bachelor of Computer Applications (BCA)** | *April 2010*

**LIC (University of Rajasthan)** | *Rajasthan*

## CERTIFICATIONS

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- Director's List (Top 10%), 2017

## ACHIEVEMENTS

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- Successfully led multiple app launches to 100K+ users across the Play Store and App Store.
- Recognized for mentorship and delivery excellence across 3 organisations.

## LANGUAGES

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- English
- Hindi