

Siddhartha Reddy Kothakapu

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EXPERIENCE	Senior Engineer , Ziva Software, Bangalore	Jul 2006 - Mar 2009
	<p><i>Ziva Software</i> is a VC-funded startup based in Bangalore, providing products and services in the <i>Mobile Search</i> domain. Established in late 2005, Ziva has provided search solutions to several players in the mobile industry including operators and content owners. In 2007, Ziva launched <i>Zook</i>, its consumer facing mobile search engine.</p> <p>Was the first non-founding employee at Ziva. Have been a core member of the team and was involved in most of the projects. Helped define both development and strategic roadmap for the company.</p>	
EDUCATION	M.Tech in Information Technology (3.71/4.00 CGPA) International Institute of Information Technology, Bangalore	Jun 2006
SKILLS	<p>Languages: Perl, Java, PHP, Ruby, Javascript, C/C++,</p> <p>Frameworks/Libraries/Softwares: Hadoop, Nutch, Lucene, Solr, Sphinx, WEKA, Ruby on Rails, jQuery, MySQL</p> <p>Others: HTML, CSS, JSP, Bash Shell Scripting</p>	
INTERESTS	Information Engineering—Retrieval, Extraction & Management, Machine Learning, Scalable Architectures, Distributed & Cloud Computing, Usability & User Experience	
SELECTED PROJECTS	Buddhi Online , Ziva Software	TEAM SIZE: 1-2 Nov 2008 - Present
	<p>Real-time extraction of actionable <i>information snippets</i> from web pages to directly provide exact answers to search queries.</p> <p>Cenceptualised, designed and developed the complete system — first as a prototype and then as a production system that is currently powering Zook.</p>	
	Buddhi , Ziva Software	TEAM SIZE: 3-4 Apr 2007 - Present
	<p>A dream to crawl the Web and automagically extract <i>information-content entities</i> off the crawled pages.</p> <p>That is, Buddhi extracts (semi-)structured data out of <i>any</i> web page without any apriori information about it.</p> <p>Have been part of the project right from its inception and have been managing it for the past few months.</p> <ul style="list-style-type: none">◇ Developed the initial prototype for a feasibility study.◇ Designed the <i>Map-Reduce</i> based architecture for the system.◇ Implemented a <i>focused crawler</i> based on the <i>Nutch</i> open source crawler. The crawler has been deployed and regularly crawls large portions of the Web.◇ Set up the <i>Hadoop</i> based infrastructure for the crawling and extraction.	
	Zook , Ziva Software	TEAM SIZE: 2-3 Jan 2007 - Present
	<p>Ziva Software's flagship mobile search engine. Zook's 1-Click Search provides actionable information nuggets instead of a set of links to websites that <i>might</i> have that information.</p> <p>Have been involved in all aspects of Zook's development and deployment.</p> <ul style="list-style-type: none">◇ Set up the search system infrastructure.◇ Designed the <i>UI</i> and <i>UX</i> of the WAP and SMS interfaces.◇ Responsible for deploying releases.◇ Created a HTTP API for accessing the search system.	

Zivabot, Ziva Software TEAM SIZE: 1 Aug 2006 - Oct 2006

A scalable, highly-configurable and generic *scraping system* for crawling specific websites containing useful information and then extracting that information.

Was responsible for the design and implementation of the system. Configured the system and set it up to work with an initial set of websites; this provided the base content for the initial launch of Zook.

Better Web Buys TEAM SIZE: 2 Feb 2006 - May 2006

A *faceted price comparison shopping search engine* with over 20 million items across more than 100 merchants.

Was completely responsible for the implementation right from fetching the product feeds, parsing and storing them in a database, indexing, searching, user experience and setting up the system on a cluster of machines. Used *Sphinx* as the backend full-text indexing system.

yadb – Yet Another DataBase, IIIT, Bangalore TEAM SIZE: 3 Aug 2005 - Dec 2005

A reasonably *complete RDBMS* with a buffered memory manager, B+ tree indexing and a complete database management module including support for basic SQL, table management, paged storage etc. Part of the *Advanced Databases* course.

Top News, IIIT, Bangalore TEAM SIZE: 1 Sep 2005 - Oct 2005

A system to bring out the top news of the moment by *clustering the news items* obtained from the feeds provided by several news sources. Any news item being discussed by multiple sources within a given (variable) timeframe is marked as top news. Final project for the *Web Information Retrieval* course.

SiDuSE, IIIT, Bangalore TEAM SIZE: 2 Aug 2004 - Sep 2004

A *Simple Desktop Search Engine* for Linux/UNIX systems. Creates a Trie-based full-text index of the files on the system. Apart from allowing the basic *AND*, *OR* & *NOT* operators, the system supports complex querying through nested queries, phrase matching and prefix queries. Part of the *Mathematical Foundations of Computing* course.

SOS – S Operating System TEAM SIZE: 2 Sep 2002 - Oct 2003

A simple monolithic kernel with kernel level threads, kernel level IPC and advanced memory management.

PUBLICATION **Measures of “Ignorance” on the Web** Dec 2006

International Conference on Management of Data, Delhi, India

HONORS

- ◇ *Valedictorian* for the class for 2006 at IIIT, Bangalore.
- ◇ Awarded the *Honeywell Scholarship* for academic excellence at IIIT, Bangalore.
- ◇ Chosen as the *employee of the year* for 2007-08 at Ziva Software.
- ◇ Adjudged the *best “Really Needs an Interface”* hack at the Yahoo! Open Hackday India 2007.
- ◇ Elected the president of the IEEE student chapter at the J.B. Institute of Engineering & Technology. Was responsible for organising two of the institutes technical festivals in this position.