

Varun

Technocrat | Product Manager

4+ years of experience in shipping industry leading mobile apps for millions of people

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Experience

Co Founder

Videoder

Chandigarh, India (2016 - Present)

Accomplishments

Videoder is an entertainment app which has now grown upto 3M DAU with around 100K DNU. I played various roles in past few years, which ranged from finding growth hacks, handling tech, coming up with new features which provided USP to our product, revenue optimization, UI/UX, prioritizing work and continuously listening to feedback from our users. Following are few important tasks that I performed during this time:

- Implemented Runtime Dex Loading, facilitating the app to update all the volatile logic without actually updating app.
- Built crowdsourced localization infrastructure fueled by our volunteers which ultimately helped to save us some bucks and helped the app to be translated in 44 languages.
- Worked on driving growth on social media which resulted ultimately in DNU growth. (Our FB page has 1.2 million likes now and DNU of 100k)
- Created a powerful browser with features like adblocker, history, incognito browsing etc to increase in app session time.
- Wrote extractors for various media sites to create USP for our product.
- Created first HLS downloader in android market which could download encrypted HLS streams and stitch them back together. This helped us to support media sites which streamed HLS content.
- Developed multi-threaded downloader to boost up the downloading speed.
- Implemented SSL pinning to ensure security and avoid MITM attacks
- Wrote copied link detection feature to recognize any playable/downloadable link which is copied to clipboard.
- Implemented beta distribution channel so that early adopters can give feedbacks and report bugs, ultimately improving stability and adaption of our final releases.
- Came up with and implemented other features like Meta Tag Editor, Subtitles etc. to drive growth and engagement.
- Wrote algorithm to serve ads and incorporate third party Ad networks to increase revenue.
- Automated release process (build, upload and verify) for several modules which saved 70+ man hours till date
- Developed, designed and did the SEO of my website driving daily traffic from 20k to 70k.
- Created internal dashboards and tools like revenue dashboard, status dashboard etc.
- Developed notification delivery system on the top of FCM api which is then used in our app to show notifications, banners and to send deeplinks.
- Built Rest API using nodejs and express for sending updated configurations, storing user data, analytics, extractions etc.
- Configured NGINX to act as load balancer which could scale out horizontally when load increases. Presently it servers over 1500 requests/second.
- Configured MySQL server, created schema and performed database admin duties.
- Configured MongoDB with a delayed replication to store data where RDBMS was not sufficing, like user recommendations, watch history etc.
- Configured Redis to store web sessions, cache important and volatile configurations, push events etc.
- Wrote few crons which helped with stuff like generating Ad revenue reports, tracking installs and uninstalls, processing scheduled pushes etc.
- Configured custom mail server using vesta control panel to run mail campaigns.
- Designed and developed Videoder for Mac/Windows on electron & react framework analogous to the Videoder android app.

Software Development Engineer

Zomato

Gurgaon, India (2015 - 2016)

- Published 30+ releases of Zomato's Consumer app (including complete make over in terms of design and business logic)
- Managed Android team working on Consumer Android App.
- Optimised and enhanced performance of Android App (Shifted app architecture from xml dom parser to Gson parser, migrated from Apache Mime to Okhttp, memory optimisations, caching etc.)
- Wrote image processing module from scratch which uses independent RGB color transformation technique to create custom image filters. Later we open sourced it on Github and is now very well received in the open source community.
- Worked towards standardisation of code structure (created UIKit, paymentsKit etc)
- Single handedly built v0 of Deals Android app from scratch.
- Increased uptime of Services app by 2x via battery optimisations.
- Managed and pushed few releases of other android apps like Zomato Order and Merchant app.
- Wrote a cron in python which reads csv from google's cloud storage and sends out weekly analytics report of country wise installs and uninstalls of android app.

Software Development Intern

Zscaler

Chandigarh, India (2015)

As a mobile Development Team at Zscaler, our focus was to secure all the traffic from the client and enforce policies applied by the Corporations on devices managed by them. Got opportunity to learn about Zscaler Product, Networking Tools, Cloud Services and much more. Gained experience of working in a team as well as working individually as a sole developer and taking responsibilities.

- Wrote a CI script in python which builds the project, when successful uploads it to aws bucket else sends mail attached error log.
- Worked UI of Zscaler Application and SecureAgent.
- Developed Common Logging Library
- Worked on over the air Distribution of applications.

Skills

Management: Sprint planning, continuous integration, team building, design/feature thinking, documentation, work delegation, quality assurance, ownership, handling requirement conflicts, feasibility analysis.

Development: Android Development, Android Studio, Javascript, Node Js, Express, JQuery, React, HTML/CSS, Python, Mysql, Redis, MongoDB (Learning)

Design: Wireframing, rapid prototyping, Sketch, Photoshop, UI/UX design, usability.

Education

Bachelor of Engineering, Computer Science Engineering

University Institute of Engineering & Technology, Panjab University

Chandigarh, India (2011-2015)
GPA 8.1/10

Side Projects

I often contribute to Open Source. Some of my popular contributions:

- Created native Image Processing Library for Android. It has over **2.1k stars** on [github](#).
- Published android library to create buttons with Twitter's heart like animation. Designed to drive engagement in app. It has **1k stars** on [github](#).
- Published a highly configurable library for android to indicate progress and is natively created for Android Platform. It has over **300 stars** on [github](#).

I have also worked on few side projects like Lazy Music (switch songs just by shaking phone), Movie Memo (rate and maintain watchlist of your favorite movies), Crazy Driver (2D game based on LibGDX game engine) etc.

Interests

Entrepreneurship, Working out, mentorship, creativity, typography, failing, learning, starting over, reading.