

# Vijay Bang

Convergent Thinker | Senior Software Design Engineer | Distributed and Scalable Systems | Ad Tech

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## Career Profile:

Experienced software engineer with a passion for developing innovative products that expedite the efficiency and effectiveness of organizational success. Well-versed in technology and writing code to create systems that are reliable, scalable and user-friendly. Currently, Developing product which enables e-commerce, food-commerce marketplaces to increase revenue, enhancing Seller and Brand Revenue within and off the Marketplace.

## Professional strengths:

- More than four years of professional experience in the mentioned field.
- Have excellent problem solving and leadership skills.
- Extensive knowledge of advanced technical tools and applications.
- Possess excellent communication and interpersonal skills.
- Good motivator and ability to handle multiple tasks.

## Technical Proficiencies:

- **Languages:** *Java, Python, Ruby, NodeJs.*
- **OpenSource Technologies:** *Apache Storm, Apache Kafka, Apache Tomcat.*
- **Databases :** *MySQL, MongoDB, Redshift(Psql), ElasticSearch, Redis.*
- **Managed Platforms/Services:** *AWS S3, Kinesis Streams, AWS SQS, AWS CloudWatch.*
- **Tools:** *Eclipse, Vim, Sublime, SVN, Git.*
- **Operating Systems :** *Linux (Ubuntu)*
- *Possess very good knowledge of Google Ads API as well as Facebook developer API, along with third party apis like Stripe, Shopify, Bigcommerce etc.*
- *Also holding a fair knowledge with Android development, Arduino ESP 8266 (Internet of Things).*

## Professional Experience:

**April 2017 – Present**

**Company:** OSX Tech Labs Pvt Ltd (Onlinesales.ai)

**Designation:** Senior Software Design Engineer

### Responsibilities/ Accomplishments:

- Worked with Onlinesales.ai for building Automated Advertising platforms for Marketplace clients like Sendo, Swiggy, Souq, Paytm etc.
- Architect and Developed Intelligent automated campaign launching framework on Google Adwords and facebook Ads with the backbone of Apache Storm.
- Worked over developing Ad Serving tools for Onsite Ads within marketplaces which can handle Millions of Ad Requests and highly scalable.
- Worked over implementing multiple cache levels over Onsite Ads which helps for increasing performance of onsite ads with relative ad responses on the basis of users behaviour.
- Designed and Integrated real time data for processing of website or mobile app traffic data as well as onsite ads traffic data with AWS kinesis.
- Developed a highly scalable notification framework.
- Designed and developed Creative Ads App which generates Ads with geographic and audience based creativity with the help of targeted audience and geo in campaigns and clients product feed.

- Mentoring junior members in Team and Owning Projects.

#### **June 2015 – March 2017**

**Company:** Sokrati Technologies Pvt Ltd

**Designation:** Software Design Engineer

#### **Responsibilities/ Accomplishments:**

- Worked with the Sokrati Team Complete Journey of building a product Sokrati For E-Commence (SOFIE) from Start to End.
- Worked in a team for implementing scalable optimizer framework which performs various optimizations on ads over adwords and facebook ad accounts and Easy to integrate with any other optimizations.
- Worked in the core team for building an automated, highly scalable launcher framework, which creates ads over multiple vendors like facebook, adwords (Google Ads) using client's merchandise feed.
- Possess Strong knowledge of Google Ads API and Facebook Developer API.
- Worked over a suggestion framework, integrating optimizers to take action on Adwords and Facebook.
- Worked over integrating various third party API or Platforms like Bigcommerce, Shopify, Stripe with Sofie Platform.

#### **Sept 2014 – March 2015**

**Company:** Calsoft, Pune

**Designation:** Internship

#### **Responsibilities/ Accomplishments:**

- Designing and Implementing Kernel Activity Profiling Tool - For linux kernel
- Displaying the lock statistics, which analyze lock (semaphore and mutex) taken by linux kernel, also used for deadlock detection.

#### **Personal Projects:**

##### **Chain Reaction Android game on Lan:**

- Already existing chain reaction games with multiple devices using java socket programming.
- Used multi threading for reaction with locks and Peer to peer java socket programming.
- Technologies Used: Java, Android programming, Java socket programming, Android studio

##### **Electric Light Automation using ESP8266 (Internet Of Things):**

- Designed and developed home automation prototype using esp8266 wifi chip.
- In this project lighted electric bulbs using public api from remote locations.
- Technologies: Arduino, MQTT, NodeJs

##### **LockStat - Linux kernel profiling tool:**

- Analyzer tool for linux locks using kprobe and jprobe in linux kernel.
- This tool also has support for identifying deadlocks in the linux kernel.
- Technologies: C, linux kernel programming, K-probe

#### **Educational Summary and Extra curriculum:**

- B.E. (2011-2015) in Computer Science & Engineering from **Pune Institute Of Computer Technology** Under Pune University.
- Higher Secondary and secondary education from Maharashtra State Board.
- Won 1st Prize (Team) in UV lights show in Pune District intercollege firodiya competition.
- Adventure Training Camp certificate for NCC.

#### **Personal Details**

- **Permanent Address:** Sawakar Pura, Anjangaon Surji, Dist. Amaravati, Maharashtra 444705
- **Marital Status :** Unmarried
- **Date of Birth:** 23<sup>rd</sup> Feb, 1994.
- **Gender :** Male

- **Hobbies:** Drawing and Paintings