

Yash Gadodia

pirsquare.yash@gmail.com | +65 8139 4225 | LinkedIn

EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY

2019 - 2022

BSC - INFORMATION SYSTEMS WITH HONOURS

Double Major in
Business Analytics &
Digitization And Cloud Solutions

SKILLS

LANGUAGES

Golang, Python, Java
Ruby, HTML/CSS/JavaScript

FRAMEWORKS

Gin Gonic, Flask, Ruby on Rails,
Kibana, Tailwind CSS, Ansible

DATABASE / CACHE / MISC

MySQL, TiDB, Redis, Kafka,
Elasticsearch, Docker, Kubernetes,
GraphQL

CLOUD

Google Cloud Platform, AWS
(Certified Cloud Practitioner)

MISC

HACKATHONS

WINNER: NINJA VAN

HACKATHON 2020 (INTERNAL).

Developed a StackOverflow-
inspired internal tool for
facilitating knowledge sharing
and collaboration within
the tech organisation.

GOOGLE DEVELOPER STUDENT CLUB (DSC) LEAD

2020 - 2021

Organised events and initiatives to
promote technology among students,
such as Singapore Android Weekend
2020 with over 100 participants.

NATIONAL SERVICE (NS)

2017 - 2018

Representing the top 1% of NS cohort
as a Combat Diver during NS

SYNTHESIS | L3 (LEAD) SOFTWARE ENGINEER

June 2024 - Present | Singapore

- Synthesis specializes in open-source intelligence tooling for brands, analyzing extensive consumer data to provide insights into evolving cultural trends and consumer behaviors.
- Built tools (Pinpoint, Topic Modeling, Theme Builder) leveraging Machine Learning, GenAI and Data Science to extract actionable consumer insights from large datasets, enhancing strategic decision-making and market understanding.

NINJA VAN | SOFTWARE ENGINEER 2, CTO'S OFFICE

May 2021 - June 2024, 3 years | Singapore

Platforms & DevEx (P&D)

- Backend lead for a new one-off parcel delivery service, Ninja Easy, from zero to one. Hit 13K orders within 5 months of launch. Integrated product across 4 teams. Iterated on Ninja Easy V2 which led to 80% increase in user growth.
- Developed a PagerDuty-like solution on Google Chat for 24/7 engineer incident response, serving over 2,000 daily active users and 35,000 issues resolved since launch.
- Architected a novel micro-service solution tailored for critical push notifications, effectively mitigating code coupling while bolstering maintainability and standardization across the system architecture.
- Built LivePlug, a novel live-selling platform for Social Media sellers, incorporating live streaming tooling, inventory management, analytics, and delivery fulfillment to over 500 active users.

Notifications & Social Networking Services (SNS)

- Maintained critical Notifications Services used by all teams for SMS, Email, SNS, Push notifications, handling over 100 million Kafka events daily.
Featured: <https://developers.facebook.com/success-stories/ninjavaan/>
- Achieved 6-figure costs savings for company's notifications expenses by leading a series of cost-cutting strategies and optimizations.
- Architected and launched the first Voice calling micro-service, managing over 3 million callouts in 5 months.

AFTERCLASS | Co-FOUNDER

Feb 2021 - Sep 2021 | Singapore

- Led a team of five to design and build a one-stop student portal for module reviews, selling secondhand textbooks and internship listings.
- Achieved 10,000 registered users and 4.5m page views within 3 months. Accepted into the SMU-IIE Student Entrepreneur Internship Programme 2021.
- Application is still in production and used daily by 50,000 students across the top 3 universities in Singapore.

NOVOCALL.CO | SOFTWARE ENGINEERING INTERN

Feb 2020 - Jul 2020 | Singapore

- Worked on the development of Novochat, an integrated messaging service, as part of Novocall's B2B CRM suite of tools.
- Integrated Facebook and Line API to the backend which improved adoption rate of application by 25%.
- Collaborated with the CTO and business teams to ideate and iterate on solution to launch the product to market and get the first 1000 users.