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Seeking a Challenging Leadership Role in Mobile App Development, leveraging 8.9 Years of Expertise in iOS, Android, and Cross-Platform Technologies to Drive Innovation, User Engagement, and Business Growth.

SYNOPSIS

- ❖ A visionary Mobile App Development Team Lead with an unparalleled 8.9 years of experience, crafting and leading the creation of transformative mobile applications that redefine user experiences and drive exponential growth.
- ❖ In previous organization shaped the digital future at **Mamaearth**, a leading force in personal care, as a **Team Lead & Senior iOS Developer**, with a remarkable track record of overseeing the development of multiple high-impact apps, including **Mamaearth** and **The Derma Co**, both achieving millions of users and setting new benchmarks in user engagement.
- ❖ A master in **React Native**, **Swift**, and **Objective C**, with expertise in both **iOS** and **Android** platforms.
- ❖ The portfolio spans industry giants such as GO-JEK, and crafted cutting-edge products like GO-PAY, GO-POINTS, and GO-TIX, touching millions of users across Indonesia.
- ❖ From spearheading scalable software solutions at **Rentomojo** to leading the charge in fast-paced startups, the results have been nothing short of revolutionary—enhancing performance by 40% and delivering projects on time with a 30% efficiency boost.
- ❖ With a deep understanding of **agile methodologies**, **MVVM**, and **VIPER** architecture, each project reflects an unwavering commitment to innovation, quality, and performance.
- ❖ From refining app architecture to mentoring teams and optimizing app lifecycles, every endeavor is a testament to transforming ideas into impactful, high-performing digital experiences.
- ❖ The blend of technical mastery, leadership, and vision continues to reshape industries, making each milestone a stepping stone toward creating the next generation of mobile applications that will leave a legacy in the tech world.

CORE COMPETENCIES

- ❖ Mobile Application Development (iOS & Android)
- ❖ Cross-Platform Development (React Native)
- ❖ Team Leadership & Project Management
- ❖ Agile Methodologies & Scrum
- ❖ App Architecture (MVVM, MVC, VIPER)
- ❖ User Experience (UX) & Interface Design
- ❖ Performance Optimization & Scalability
- ❖ Code Quality & Best Practices
- ❖ Stakeholder Management & Collaboration
- ❖ Technical Mentorship & Team Development
- ❖ Mobile App Deployment & Maintenance
- ❖ Continuous Integration/Continuous Deployment (CI/CD)
- ❖ Version Control (Git, GitHub, Bitbucket)
- ❖ Testing & Debugging (Jest, Unit Testing)

PROFESSIONAL EXPERIENCE

Team Lead & Senior iOS Developer | Mamaearth, Gurgaon | March 2021 - July 2024

Roles & Contributions:

- ❖ As Team Lead & Senior iOS Developer at Mamaearth, a leading Indian personal care brand, the role involved overseeing the development of mobile applications for both Mamaearth and its sister brand, The Derma Co.
- ❖ Led a team of 7 developers to successfully launch high-impact apps that significantly boost user engagement and growth.
- ❖ Led the development and successful launch of the Mamaearth mobile app, which achieved over 3 million users, reflecting strong growth and an enhanced user experience that resonates with a broad audience.
- ❖ Directed the creation and launch of The Derma Co mobile app, surpassing 1 million users, showcasing the ability to lead projects that drive substantial user adoption and satisfaction.
- ❖ Coordinated with teams to ensure seamless development and timely delivery, focusing on product quality, performance, and scalability.
- ❖ Managed ongoing app optimization, resulting in improved user retention and app performance post-launch.
- ❖ Played a key role in refining app architecture and development processes to increase efficiency and scalability, while ensuring that development standards are consistently met.
- ❖ React Native was utilized as the primary language, helping to drive innovation and enhance user experience across both apps.
- ❖ Facilitated regular code reviews and knowledge-sharing sessions within the team, fostering an environment of continuous learning and improvement & collaborate closely with the product and marketing teams to align mobile app features with business goals, ensuring that the apps meet both user needs and brand objectives.

Senior Software Development Engineer | Rentomojo, Bengaluru | August 2019 - February 2021

Roles & Contributions:

- ❖ As a Senior Software Development Engineer at Rentomojo, an online rental solution startup based in Bengaluru, the role involved leading the design and development of key software solutions that contributed to the company's growth and operational efficiency.
- ❖ Managed a small team of 2 developers while driving the creation of scalable applications that enhanced user experience & performance.
- ❖ Spearheaded the design and development of scalable software solutions, resulting in a 40% improvement in application performance and a significantly enhanced user experience.
- ❖ Mentored junior developers, fostering a collaborative environment that promoted best practices in software engineering and code quality. This mentorship led to a 30% increase in project delivery efficiency and ensured timely releases.

- ❖ Collaborated with cross-functional teams, including product and design, to integrate cutting-edge technologies, aligning software features with business objectives and driving innovation.
- ❖ Worked closely with stakeholders to ensure that the technical roadmap was aligned with business goals, contributing to the successful delivery of key features & played a key role in improving the software development lifecycle by streamlining processes and introducing automation tools, which resulted in reduced development time.
- ❖ Utilized Swift as the primary development language, ensuring efficient and high-performance solutions that met both user needs and business requirements & in addition, participated in regular code reviews, ensuring a consistent approach to code quality and providing actionable feedback to team members, which improved overall code maintainability.

Product Engineer | GO-JEK Engineering, Bengaluru | September 2016 - February 2019

Roles & Contributions:

- ❖ As a Product Engineer at GO-JEK Engineering in Bengaluru, the role involved working as an iOS Developer across multiple teams and contributing to the development of several key products for GO-JEK, a leading transportation network and logistics company in Jakarta, Indonesia.
- ❖ The work spanned from September 2016 to February 2019, during which time GO-JEK achieved significant milestones as the first unicorn and decacorn company in Indonesia.
- ❖ Contributed to the development of the **GO-PAY App**, a payment platform used for various GO-JEK services such as GO-RIDE, GO-FOOD, and GO-DEALS, by leading the design and implementation of its iOS app with a team of 6 developers, using Swift as the primary language.
- ❖ Played a significant role in developing the **GO-POINTS App**, a loyalty program app for GO-PAY users, which enabled users to earn and redeem points through services like GO-RIDE, GO-CAR, and GO-BLUEBIRD & worked within a 4-person team, leveraging Swift to create a seamless user experience.
- ❖ Collaborated on the development of the **GO-DEALS App** that offers exclusive promotions and vouchers for dining, shopping, and entertainment & the app, designed to enhance user decision-making, was developed with a team of 4 engineers using Swift.
- ❖ Developed the **GO-TIX App**, which provided users with a platform to discover and purchase tickets for movies, concerts, and events & the app was built by a small team of 2 developers, ensuring a smooth and efficient booking process for users.
- ❖ Worked on the **GO-SEND App**, an instant delivery service that allows users to send packages across locations, particularly from e-commerce platforms & with a team of 4 developers, Swift was used to create a high-performance and reliable delivery tracking system.
- ❖ Throughout these projects, actively participated in team collaboration, focusing on delivering high-quality applications that met the fast-growing needs of GO-JEK's diverse user base
- ❖ Played a key role in optimizing app performance and ensuring scalability, which allowed GO-JEK's services to handle increased traffic during peak periods, enhancing the overall user experience.
- ❖ Actively participated in user feedback loops, gathering insights to improve the product, refining user interfaces, and ensuring that the final product met both business goals and user expectations.

iOS Engineer | Leftshift Technologies Pvt Ltd, Pune | May 2015 - August 2016

Roles & Contributions:

- ❖ As an iOS Engineer at Leftshift Technologies Pvt Ltd, the role involved developing a range of iOS applications across diverse domains.
- ❖ Leftshift Technologies specialized in designing and developing mobile applications for both iOS and Android platforms, where significant contributions were made to various products.
- ❖ Developed the **CASHe App**, a short-term loan service platform that included features such as image uploading, social logins (Facebook, Google, LinkedIn), and local storage using NSCoding, as part of a 2-member team.
- ❖ Contributed to the development of the **Airtel Hangout App** designed to help users connect to Airtel Wi-Fi hotspots by displaying nearby locations and offering data plans & the app was built using Objective-C with a team of 2 developers.
- ❖ Worked on **ekCoffee App**, a relationship-seeking app that provided matches based on user filters, integrating features like image uploads, Facebook integration, and Firebase for real-time interactions & developed using Objective-C within a small team of 2.
- ❖ Collaborated on the **EFI Volunteer App**, a platform promoting environmental conservation efforts, such as lake restoration and tree plantation, in which the development focused on creating seamless user experiences for volunteers & the app was also built using Objective-C.
- ❖ Collaborated closely with the other team to ensure the design of each app was intuitive, user-friendly, and aligned with business requirements & participated in regular code reviews, improving code quality, and enhancing overall application performance.
- ❖ Focused on app performance optimization and troubleshooting, ensuring a smooth user experience across different device types and iOS versions.

TECHNICAL SKILLS

Cross-Platform Framework: React Native

Mobile Development: Swift, Objective C, Java, JavaScript, TypeScript, React. Js

App Architecture: MVVM, MVC, VIPER

Project Management Tools: JIRA, GitHub, Bitbucket, GitLab

Testing Tools: Jest

EDUCATIONAL DETAILS

Master Of Technology: SRM University, Chennai (2014)

Bachelor Of Technology: Birla Institute of Applied Sciences, Bhimtal (2012)