

Rohit Iyer

Mobile: +91-9880308883

Email: iyer2286@gmail.com

Executive Summary

- Over 8 years of technology experience in Project Management, Web front end and server development.
- Good knowledge of PHP, Javascript, jQuery, HTML & CSS.
- Familiar with frameworks including Laravel, Phalcon, Yii and Codeigniter.
- Familiar with design tools including Pencil, InVision, OmniGraffle and Adobe Photoshop CS6.
- Proficient in all technical aspects of software development. (Requirement gathering, Analysis, Design, Implementation, Testing, Production & Release).
- Focused on improving User experience and User interface design through wireframing and front end prototyping.
- Iterative product enhancements through client and user feedback.
- Defining and measuring technology and business key performance indicators.
- Extensively involved in client interaction. Experience in process-related aspects like Effort Estimation and Planning.

Employment History

- **NxTk Solutions Private Ltd** (*April, 2015 – Till date*)
Product Lead
- **Etable Services Private Ltd** (*May, 2012 – March, 2015*)
Co-Founder and Technical Director
- **Zunaa Software Private Ltd** (*Aug, 2010 – Apr, 2012*)
Technical Lead
- **Manthan Software Services Private Ltd** (*Nov, 2008 – Dec, 2009*)
Media Analyst

Education

B.E. in Information Science, Global Academy of Technology, Bangalore (2004-2008)

Certifications

- **Diploma in .NET Technologies** (*Jan, 2010 –Jan, 2011*)
NIIT, Bangalore, India

Skill Set Summary

Technologies	PHP, Javascript, jQuery, C#, C, C++, HTML, CSS
IDE's	PHPStorm, Eclipse, Aptana Studio, Sublime Text, Netbeans, Microsoft Visual Studio.
Frameworks	Laravel, Phalcon, Yii(Yes it is), Codeigniter
UI tools	Pencil, InVision, OmniGraffle, Adobe Photoshop CS6
Databases	MySQL, SQL Server 2005/2008
OS	Windows(XP, 7, 8 and 8.1), Ubuntu 14.04, Fedora (13,14,15,16), Mac OS (Mavericks till Sierra)

Detailed work history

NxTk Solutions Private Ltd

Duration: April, 2015 – Till Date

Team Size: 50.

Role: Product Lead

1. Shopbox

Product Overview:

Shopbox is a one stop shop for daily and monthly essentials with a wide range of 10,000+ products. (Currently servicing only Bangalore)

Customers can

- Order online via the website, Android app or the iOS app and have it delivered to their doorstep or pick it up from a Shopbox store nearby.
- Walk into a nearby store, browse around and shop.

Environment: Magento 2.0, Laravel, Phalcon.

Responsibilities:

- Technical architecture of the entire system (Website, Mobile Apps and the Retail POS System)
- Wireframing and Visual designs for the Website and Mobile Apps
- Development of a backend website to manage the products that are available on the system (Management of Basic information, photos, pricing, etc.)
- Development and management of a mobile app for the sales team to quickly look up products and get the best prices. This was primarily for B2B sales.
- Coordinating and leading the
 1. Magento development team.
 2. Mobile development team for the Android and iOS apps.
 3. Design team for
 - a. Art assets of the website and mobile apps.
 - b. Flyer designs.
 - c. Banner and other miscellaneous designs.

URL: <http://www.shopbox.in>

Android App: <https://play.google.com/store/apps/details?id=com.flex.shopbox&hl=en>

iOS App: <https://itunes.apple.com/in/app/shopbox/id1123030988?mt=8>

2. Rationbox

Product Overview:

Rationbox is an online grocery store at wholesale prices. With over 200+ customers in less than 6 months, 500+ orders were serviced. Orders were both B2C and B2B.

Environment: Magento 1.9.1 and Laravel.

Responsibilities:

- Technical architecture of the entire system (Website and Android App)
- Wireframing and Visual designs for the Website and Android App.
- Development of a backend website to manage the products that are available on the system (Management of Basic information, photos, pricing, etc.)
- Development and management of a mobile app for the sales team to quickly look up products and get the best prices. This was primarily for B2B sales.
- Coordinating and leading the
 4. Magento development team.
 5. Mobile development team for the Android app.
 6. Design team for
 - a. Art assets of the website and mobile app.
 - b. Flyer designs.
 - c. Banner and other miscellaneous designs.

Since the concept of Rationbox picked up very well, servicing the orders became increasingly difficult and challenging, so we pivoted immediately to the Shopbox model where we service the customer through a shop nearby.

URL: <http://www.rationbox.in>

3. Easy Logistics

Product Overview:

Logistics is the backbone of an e-Commerce business. There are many challenges faced today which include

- Specifically in India and South Asia where the housing growth has not been structured, finding the customer premises is quite challenging.
- Across the globe, availability of the customer at the time when the parcel reaches the customer location is a challenge. A more mature model for delivery is when customers will be able to schedule deliveries.
- No robust messaging service for the customer to know the status of a delivery

Easy logistics is a delivery company which follows a different delivery model. When a parcel is received at the center, the center ensures the delivery to a shop near the customer's house. This shop can be a Grocery shop, medical shop, petrol bunk or any such similar. These shops act as the last mile delivery.

Advantages

- Finding the customer's location is easy since the shop knows the locality
- The shop can call and confirm when the customer wants the delivery thereby solving the availability of the customer at the time when the parcel reaches the customer location.

Responsibilities:

- Involved in conceptualizing the idea.
- Using the concept document to visualize the technical requirements
- Designing the database
- Creating the basic artwork
- In addition to the direct implementation of the server side, I am also responsible for the mobile app development and deliveries by the team and assuring the quality of the app.

2. Enterprise messaging

Product Overview:

The product is focused on building a messaging app for enterprises which can replace the mails / chats that are typically used in today's scenario. It is responsible not only for messaging but also for document collaboration, meeting and task management.

Responsibilities:

- Involved in conceptualizing the idea.
- Creating the wireframes and visual design for the mobile apps

Etable Services Private Ltd

Duration: May, 2012 – March, 2015

Team Size: 6.

Role: Co-Founder & Technical Director/Team Leader/PHP Developer

Environment: PHP, MySQL, Javascript, jQuery, HTML, CSS, Objective C, Java, Eclipse, Aptana, Xcode, Adobe Photoshop CS5.

Product Overview:

Etable is a social network based data analytics platform that allows restaurants, service providers and advertisers to capture greater insight into their customer's preferences and usage patterns. Partners can offer services to restaurants and customers on the platform

Responsibilities:

- Co-Founded the product with the visionary
- Creation of documents including
 - Concept
 - Business plan
 - Technical requirements
 - Product roadmap
 - Investor deck
- Designing the database

- Created artwork (keeping in mind the different resolutions for mobile apps) including logos, icons, banners, etc. (Learnt Photoshop at this stage to make icons and other artwork)
- Complete wireframes & visual design (Learnt Pencil and InVision at this stage) for
 - Website
 - Mobile apps
- Developing
 - Backend server
 - Complete website
 - Api's for the mobile apps
- Coordinating and leading the mobile development team for the Android and iOS apps.
- Managing the various online accounts including hosting, content delivery networks, email service providers including Sendgrid, etc.
- Deploying the android and iOS apps on the PlayStore and AppStore respectively.
- Coordinating and leading the marketing front. Marketing includes
 - Online
 - Social media marketing (Facebook, Twitter, Instagram & Pinterest)
 - Contests for Valentine's Day, etc.
 - Offline
 - Heading the event held as a partner at the "The Great Indian October Fest" for brand building and creating awareness of the product.
 - Building relationships with food bloggers to contribute content on the platform and understanding the current food trends.
- Conducted surveys to understand the how the users are using the product and if there were improvements to be made.
- Understanding the market and target audience to understand different ways to acquire users.
- Being a part of board meetings and responsible for updating the investors on the progress of the product
- Building relationships with potential investors and pitching the product to raise additional funding.

Zunaa Software Pvt Ltd

Duration: Aug, 2010 – Apr, 2012

Team Size: 10.

Role: Technical Leader

Environment: PHP, MySQL, Javascript, jQuery, HTML, CSS, Objective C, Java, Eclipse, Aptana, xCode.

1. Stencil Consulting

Project Overview:

Stencil actively promotes U.S. higher education around the world by offering precise, unbiased, comprehensive, objective and timely information about educational institutions in the United States and guidance to qualified individuals on how best to access those opportunities. We developed the front end and backend for the students that enroll with them.

URL: <http://www.stencil.in>

Responsibilities:

- Understanding the requirement from the client
- Requirement gathering, analysis, design, implementation, testing and delivery of the project.
- Creating project plan, assigning of tasks to team members & follow-up activities.
- Responsible for meeting deadlines and completion of the project

2. Nathaniel School of Music

Project Overview: Nathaniel School of Music is an institution that aims at providing access to world class music education and identifying, nurturing and promoting talent. We developed a Facebook page for interested people to show the current batches and upcoming batches and a form where people could fill out their details and the school would get in touch with them.

URL: <https://www.facebook.com/nathanielmusic>

Responsibilities:

- Same as Stencil Consulting

3. Zhao Cards

Project Overview:

Traveling to Shanghai but don't speak Mandarin? Let Zhao do the talking for you. The city guide takes you to the best sights, restaurants, shops, bars, and clubs in Shanghai by playing the Chinese phrases you need to get around and experience the city like a local. We developed the iOS app and the backend where we can manage the app data that is being used by the iOS app.

Responsibilities:

- Interacting with the client and understanding the requirements
- Designing the database
- Creating the admin panel for managing the data
- Creating API's for the iOS app
- Coordinating with the iOS team to understand and design the API's

URL: <http://www.zhaocards.com>

iOS App: <https://itunes.apple.com/us/app/zhao-shanghai/id442154800?mt=8>

4. Perpetual Guard Monitoring (PGM)

Project Overview:

It is an online portal to track the presence of a guard on a real time basis. In simple words it is a device, which is programmed to know the on duty time of the sentry. The compact device consists of two main buttons, one for the guard to punch at fixed intervals, called the Alert Button and another SOS button in cases of emergency. PGM generates daily and monthly consolidated reports that help in keeping track of the patrol's alertness and also compensating them on their vigilance. We developed a website where we can view the current status of the devices and statistics on all devices at the moment with backdated reporting as well.

Responsibilities:

- Interacting with the client to understand the requirements
- Creating the product plan.
- Designing the database
- Creating wireframes and visual design for the website
- Developing the website

5. Zunaa Software Private Limited

Overview:

Zunaa Software is a company, which focusses on product development and provides services for developing games, apps and web applications. Developed their initial site for showcasing the products and the services offered.

Responsibilities:

- Creating the wireframes and visual design
- Developing the website

URL: <http://www.zunaa.in>

Freelance projects

1. OnMobile Global Limited

Overview:

Developed and maintained a Facebook page for their mobile app "Help Me".

2. Portfolio Website for Dr. K. Mohan Iyer

Overview:

Developed and maintaining a personal website for Dr. k. Mohan Iyer.

Environment: Core PHP, Javascript, jQuery, HTML, CSS.

URL: <http://www.kmohaniyer.com>

3. Business Website for Qadrus Specialist Group

Overview:

Developed and maintaining a business website for Qadrus Specialist Group.

Environment: Wordpress, PHP, Javascript, jQuery, HTML, CSS.

URL: <http://www.qadrus.com.au>

Profiles

LinkedIn

<http://in.linkedin.com/in/iyerrohit>

Angel.co

<https://angel.co/iyer2286>

References

1. Mr. Maninder Singh

Senior Product Manager – Digital,
WEX Inc,
Portland, Maine,
Massachusetts, U.S
Mobile: +1-6178931389
Email: manx1212@gmail.com

2. Mr. Bharath Belur

Product Manager,
Bedbathmore.com,
Mumbai, India
Mobile: +91-9901294020
Email: bharathbs86@gmail.com

3. Mr. Muyeen Munaver

CEO,
NxTk Solutions Private Limited,
Bangalore, India
Mobile: +91-9972755544
Email: muyeen@nxtk.in