

ROHIT PRAKASH

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EDUCATIONAL BACKGROUND

Bachelor of Technology in Computer Science and Engineering

Indian Institute of Technology (IIT) Delhi (2008)

PROFESSIONAL EXPERIENCE

Co-founder of **Bending Light Software Solutions**, New Delhi (August 2013 till date)

- **Mobile only e-commerce store, *HuHuba*:**
 - ★ Created a mobile e-commerce store with an integrated comic book reader for **Android** and **iOS**.
- **Comic Book Reader, *The Caravan: A Graphic Novel*:**
 - ★ Native Android app which makes comic reading more engaging by optimizing display for small devices.

Chief Technology Officer at **Fabuloso**, New Delhi (August 2011 - June 2013)

- **E-commerce platform, *Fabuloso*:**
 - ★ Managed a team of 5 people in developing/maintaining the website that was completed in 3 months on top of AWS.
 - ★ Setup IT infrastructure and developed tools to help warehouse, merchandising and customer care.
 - ★ Website featured in magazines (Elle, Vogue, Marie Claire) and newspapers (Hindu, Times of India).

Co-founder of **UnNaturalTalents**, New Delhi (January 2011 till date)

- ***ArtMaestro* for iPhone and iPad:**
 - ★ Co-developed an application that converts photos into different painting styles using painterly rendering techniques.
 - ★ Managed the marketing initiatives to get the application into top grossing photography section on itunes India.
 - ★ More than **30,000** applications have been downloaded so far.

Software Engineer at **Indiatimes**, Gurgaon (November 2009 - December 2010)

- ***Recommendation Engine(s)*:**
 - ★ Built a **shopping recommendation engine** for indiatimes shopping site based on collaborative filtering in Java with MySQL as the backend that helped increase engagement by **10%**.
 - ★ Built a **news recommendation engine** using openNLP by taking into account articles read by the user. Code written in python with MongoDB/MySQL as the backend.

Software Engineer at **Clickable**, Gurgaon (May 2008 - September 2009)

- ***Clickable Conversion Tracker*:**
 - ★ Extended an open source web analytics tool *piwik* to create a unified tracker that works across major ad networks.
 - ★ Ported the backend prototype on Google App Engine with database schemas optimized to run real time queries. It is capable of handling more than **5 million requests** per day.
 - ★ Built a firefox plugin to verify whether the conversion script is properly installed on webpages.

Intern at **SM Onyomo Infotech**, TBIU, IIT Delhi (May 2006 - August, 2006)

- ***Bluetooth GPS Navigation System*:**
 - ★ Designed and implemented a prototype (from scratch) enabling user to receive his current location information via bluetooth GPS receiver.
 - ★ Wrote a device driver in J2ME which facilitated the reception of GPS data to the mobile phone, a parser to interpret it and server scripts to cater to requests.
- ***Mobile Search & Chat Bot*:**
 - ★ Designed and implemented a software that enables user to make use of Onyomo's existing search engine on the mobile phone along with an array of features such as receiving RSS feeds, etc.
 - ★ Extended an open source chat bot *Alice Bot* to include features such as search, news feeds, deals etc. via instant messengers. It was used by Onyomo as one of its key services.

CONSULTING

E-commerce

- Helped **DoneByNone** implement *Friend Connection* - a social deal and shopping experience. Also helped them optimize their platform.
- Provided insights to scale **American Swan's** e-commerce platform enabling it to support 3 times the existing traffic.

- Recommended platform/infrastructure optimizations, thereby lowering [Fabuloso's](#) annual technology expenditure by more than 90%.

Mobile

- Helped implement checkout flow for Mygreenbox's [mobile application](#). Also provided recommendations and best practices to optimize their backend, making it fast and robust.

PROJECTS ¹

EDAS sponsored *FFT Accelerator Project*, (under Dr. Kolin Paul, Prof. M. Balakrishnan): The project aimed to identify the multiprocessor partition strategies so as to improve execution time of Fast Fourier Transformation (FFT).

- Performed detailed profiling, identified algorithms, optimizations, and code hot spots to achieve speedup in single processor implementation.
- Identified multiprocessor partition models and algorithms, thereby achieving speedup of 2 with 5 CPUs.
- Code written in C/C++/assembly with MPI as messaging library.

Sun Microsystems sponsored *BioBox*, (under Dr. Dheeraj Bhardwaj):

- Built a bio-cluster grid based on ROCKS architecture and integrated the same with Sun's Biobox.
- This reduced the overall deployment time per machine from 3 hours to 15 minutes.
- Created a ROCKS roll that was accepted by Sun as a turnkey solution for running majority of bioinformatics applications on ROCKS.

Delhi Map Project for Harvard Business School, 2007

- Built a customized parser and a spellchecker to help Dr. S. Cole (Assistant Professor, Harvard Business School) carry out his research work. Code written in Python.

PROJECTS DONE AS A PART OF COURSE WORK ¹

- Programmed a Lego robot to keep goals against an approaching ball. Code written in C++ with LEDA.
- Wrote a software to generate projections of a 3D object on any cutting plane and recovered the 3D description from any viewing direction. Code written in Java.
- Wrote an operating system with keyboard support and sound. Code written in C/assembly.
- Mini Prolog Interpreter in SML.
- Implemented a naïve search engine using Latent Semantic Indexing in C++.

EXTRACURRICULAR ACTIVITIES

- **Basic Mountaineering Course from Nehru Institute of Mountaineering, Uttarkashi, (2008):** Obtained highest grade in the course.
- **Finance Secretary, ACES, (2006-2007):** Helped in procuring funds of ₹14,000 for ACES. Obtained a contract for the Computer Science and Engineering Department T-shirts and helped in their distribution.
- **Sports Secretary, ACES, (2005-2006):** Organized events like badminton, squash, and Age of Empires tournaments.
- **Hockey Captain, Jwalamukhi Hostel, (2004-2005):** Became the first person to get this responsibility in sophomore year.
- **System Administrator, Microsoft Lab, (2004-2005):** Work included installation, support, and maintenance of servers and other computer systems - adding, removing, or updating user account information, resetting passwords, etc.

¹ More details about the projects on my [website](#).