

## SUMMARY

- Created & developed iPhone-based farming app Botana, currently used by 8000+ farmers to optimize their farms
- Re-architected and coded 'Disney World' flagship app, used by guests to plan their vacations at Disney Parks and Resorts
- Branded and developed Bluetooth-based iOS app in women's wearable health, featured at CES 2015
- Developed internal iPad applications for data gathering and visualization for the Seattle Seahawks
- Designed user experiences for critical components of Microsoft's most widely used consumer and enterprise products, namely Internet Explorer 10 and Microsoft Office 2010

## WORK EXPERIENCE

### Botana.io

*Founder + CTO, Dec 2015 – present*

- Design & develop an iPhone app to help indoor farmers track their crop day-to-day for state-level compliance. Currently used by 8000+ farmers across America.
- Generate data-driven analytics and insight, empowering farmers to optimize yield, quality in their grow

### Napster / Rhapsody International

*User Experience Consultant, Dec 2015 – May 2016*

- Designed new features to promote music-sharing among listeners for Rhapsody's flagship music-streaming app, Napster
- Proposed and evaluated various avenues for monetization of music, through social-media-based microtransactions

### Prima-Temp

*Product Strategist & iOS Developer in Healthcare company, May 2014 – June 2015*

- Re-branded flagship women's health product for CES 2015, with consumer-focused product name and design
- Advised management team on software strategy to drive investment across mobile app and cloud resources, as well as partner APIs
- Designed & developed Bluetooth LE communication on iOS for extremely low-power peripheral which communicates intermittently from female cervix for 28 days seamlessly, without human interaction

### Walt Disney Parks & Resorts

*iOS Developer, August 2013 – Feb 2014*

- Rewrote the feature-rich Disney World flagship app (version 2.0), which allows users to browse attractions and entertainment, and collaboratively schedule activities and make reservations within Disney parks
- Architected the data layer to use multi-threaded data-caching and data-refreshing strategies, to ensure a continuous offline experience for guests, as well as re-use of app code for international Disney parks

### Extended Results

*iOS Developer, March 2013 – July 2013*

- Collaborated with sales and design team to implement business intelligence apps for the Seattle Seahawks, to enable data gathering, processing and visualization. Utilized REST web services, Core Data and multi-threading, as well as Core Graphics to create custom UI elements and animation to provide tailored experiences for each app

### Picturish App

*Product Designer and iOS Developer, Oct 2012 – March 2013*

- Conceptualized and designed features, user interactions and graphics for Picturish app, which enables users to build custom scrapbooks of their friends by aggregating, prioritizing and customizing photos from Facebook
- Developed app in Objective-C, and optimized for network performance and memory usage. Crossed 1000+ downloads on the App Store within 3 weeks of launch

### Microsoft Corporation

*Program Manager in Internet Explorer 10 User Experience, Jan 2011 – Sept 2012*

- Designed new experience to drive users to acquire and use Windows 8 apps while browsing the web in Internet Explorer 10, thus driving adoption of Windows 8 app store, which is a key consumer and developer ecosystem bet for Microsoft
- Designed user experience and developer API to enable top Internet Explorer partners to engage their users and drive site traffic, via site notifications on the Windows 8 Start screen
- Optimized performance of Internet Explorer 10 cloud syncing as well as Internet Explorer 10 launch time

*Program Manager in Microsoft Office InfoPath, September 2007 – Dec 2010*

- Proactively conducted technical investigation in the JavaScript-based form-rendering engine to improve page load time and interaction response time. Improved page load time for in-field customer web pages by 70%
- Designed and built prototypes to simplify the experience for users to deploy data-driven applications across different form factors, in SharePoint 2013. Educated team on benefits of HTML5 and CSS3 for these features
- Redesigned core components of user interface for InfoPath Form Services 2010, a web-based form runtime environment, which drives upsell of customers to premium SharePoint licenses. Improved functional integration and visual consistency with Office platform

## EDUCATION

Graduated Summa cum Laude with a Bachelors of Science in Engineering from Duke University (Durham, NC) in May 2007

**Majors:** Biomedical Engineering, Electrical Engineering & Economics

**GPA:** 3.99

### Technical Skills:

App development:

Objective-C and XCode environment for iOS

React Native, JQuery Mobile for iOS and Android development

Web front-end development:

React.js, HTML5, CSS3, JavaScript and JQuery libraries

Graphic design:

Sketch, Adobe Fireworks