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OBJECTIVE

Intend to build a career in the **Web Application Development** area with committed & dedicated people in a professional ambiance which will help me to realize my full potential to change the World Wide Web.

EDUCATION

- **M.S. in Information Technology** specialized in Web Application Development at Rochester Institute of Technology, NY, USA in March 2008 (Cumulative GPA - **3.6/4.0**).
- **B.S. in Information Technology** from University of Madras, India in May 2004 (**I Class**).

SOFTWARE EXPOSURE

- Operating System : Macintosh OS-X, RHEL5, UNIX & Windows.
- Client Side Programming : AJAX/JavaScript, OO-ActionScript, SVG, XSLT & CSS.
- Server Side Programming : OO-PHP & JSP.
- Yahoo! Technologies : YUI JS Library, Y! PHP, Y! Symphony & YAP.
- Database Management : My SQL & SQL Server (Moderate skills).
- Mark-Up Languages : XML, Semantic HTML, XHTML, DHTML & MXML.
- Multimedia Authoring Tools : Adobe – Flash, Flex, Photoshop & Dreamweaver.
Discreet – 3D Studio Max & Character Studio.

CORPORATE JOB EXPERIENCE

- Yahoo! Inc., Sunnyvale, CA, USA | **Software Applications Development Engineer** | *Oct '09 to Present**
 - Technical Yahoo! part of **Yahoo! Global Front Page Team** (www.yahoo.com) made up of 20 Front End Engineers in 5 different countries (US, UK, India, Mexico & Korea).
 - Actively involved in the development work for rolling out the insanely new yahoo.com code named Metro in **US & 18 major countries** for the GA release. At present, working on developing Simple Metro for rolling out the new Front Page to **12 small European countries, Thailand, Turkey, Russia & Arabic**.
 - Developed the Display Ad auto refresh feature for **Yahoo! Korea** Front Page. This feature now increases the Korean Front Page Ad revenue by 25 - 30%.
 - Developed Feed App preview tool using **Yahoo!'s Application Platform** (YAP) for our Front Page Publishers. This YAP Developer's tool is currently used by **400+ Publishers** all around the Globe to develop & preview third party Feed Apps for our Front Page (<http://developer.apps.yahoo.com/projects/metro>).
 - Solved the **Korean font issues** for the Front Page Feed App platform to support multi-byte character CJK languages (Chinese, Japanese & Korean).
 - Developed the support of **Right to Left (RTL)** based languages for Feed App platform. This feature swaps the front end layout from LTR to RTL to display Arabic content for the upcoming **Arabic Yahoo! Front Page**.

- Developed an auto translate hack using **Google's translating engine** for the Front Page Hack Day. This hack will auto translate any of our Feed App's content regardless of LTR or RTL language to a given specified language.
- Yahoo! UK Ltd., London | **Software Applications Development Engineer** | *Dec '08 to Sep '09*
 - Technical Yahoo! part of **Yahoo! Global Front Page Team** (www.yahoo.com) made up of 15 Front End Engineers in 3 different countries (US, UK & India).
 - Developed the **header module of Yahoo! Front Page** with more than 15 visual design variations in different buckets for beta testing. One finalized header is currently live in our Front Page of 18 countries.
 - Architected & developed the **Global Standard Feed App platform** for Yahoo! Front Page Publishers. This was a team effort by 2 Engineers in US & I took the Technical lead on this entire Project from London. Successful outcome of my own ideas have resulted in releasing **30 Feed Apps** in our Front Page for every 3 weeks. This scalable & robust platform now serves as a key **revenue** impacting engine with 80% of our Front Page content served through Feed Apps developed by me.
 - Wrote the original custom XML namespace (**YRSS**) for Yahoo!. This namespace with its DTD is now being used by more than **400+ Publishers** all around the Globe in their RSS feeds to display third party Feed App content in their respective countries Yahoo! FrontPage. <y:navigation /> <y:price /> etc.,
 - Worked very closely with the technical contacts of Yahoo!'s local Publishers in **UK, France & Spain** to assist them in developing their apps for our Front Page. BBC, Financial Times, Transport for London, Elle & Kelkoo are to name some renowned Yahoo! Publishers I worked with.
 - Assisted in developing the interactive **Facebook app** in our Front Page which is now being added by millions of Yahoo! users to update & check their Facebook status. Code reviewed other Engineers work to assure quality before the release.
 - Participated in Yahoo!'s 2009 **London Open Hack Day** to provide technical assistance for the external hackers in Yahoo! related technologies & API's.
- Yahoo! Software Development India Ltd., Bangalore | **Software Applications Development Engineer** | *Oct '08 to Nov '08*
 - Technical Yahoo! part of **Yahoo! Front Doors**.
 - Worked remotely from Bangalore with the Yahoo! Buzz team in US for an upcoming Buzz Production release.
- Yahoo! Inc., Sunnyvale, CA, USA | **Software Applications Development Engineer** | *Jan '08 to Sep '08*
 - Technical Yahoo! part of **Yahoo! Front Doors**. Worked on **Yahoo! Buzz**, an extension of Yahoo! Homepage (<http://buzz.yahoo.com>).
 - Played a significant role for the successful launch of Y! Buzz **Beta 1.1 release** on 04/30/2008. Received personal cash endorsement to appreciate my work for making it a successful release.
 - Won the **You Rock Award** of Q1 2008 from Yahoo! Front Doors and Network Services for the success of Yahoo! Buzz product.
 - Researched and developed a brand new application called **Yahoo! Visual Search** as part of my personal project (presented in Yahoo! Hack Day).
- Yahoo! Inc., Sunnyvale, CA, USA | **Yahoo! Juku** | *Oct '07 to Dec '07*

- **Yahoo! Juku** is an intensive training program for new hires (college graduates) to meet industry standard thoroughness on web technologies.
 - Training sessions & workshops included on AJAX, Object Oriented JavaScript, YUI Library, Yahoo! PHP, Semantic HTML, CSS, performance & accessibility.
 - Trained by in-house front end professionals, YUI developers Nate Koechley, Nicholas Zakas (author of "Professional JavaScript for Web Developers"), and Thomas Sha, and JSON point man Douglas Crockford.
 - Successfully **graduated from the Juku program** by demonstrating the industry standard code requirement through a final project.
- SAP Palo Alto Research Center, CA, USA | **Research Intern** | *Jun '06 to Dec '06*
 - Assisted Dr. Tao Lin, PhD, a **Senior Research Scientist** of SAP Research on his Research project correlated with SAP's Auto-ID Infrastructure (NextWeaver).
 - A web-based **Supply Chain Application** for a manufacturer is developed with Web 2.0 Technologies (AJAX, Flash, XML, Web Services, Java & SQL Server).
 - A dynamic **Map Visualization tool** is created on top of Yahoo! Maps for simulating the Supply Chain process of a manufacturer based in China. This application is demoed in an international RFID conference held in China.
 - **Researched about RFID** and its potential impact on Enterprise level Business Application Development for future SAP products.
 - SAP has demonstrated my works to the **Auto-ID Labs at MIT, Cambridge.**

ACADEMIC JOB EXPERIENCE

- RIT Center for Campus Life, NY | **Web Developer** | *May '07 to Aug '07*
 - Technologies: OO-PHP (A MVC Framework created in PHP), My SQL, Flex, AJAX, JavaScript, DHTML, XHTML (strict) & CSS.
- RIT NSF Project - US Govt. funded | **Web Developer** | *Dec '06 to Aug '07*
 - Technologies: OO-PHP, AJAX, JavaScript, Flash, XHTML (strict) & CSS.
- RIT Telefund Department, NY | **Webmaster** | *Jan '06 to May '06*
 - Technologies: Procedural PHP, JavaScript, Flash, XHTML (strict) & CSS.
- RIT Sports Zone - ESPN 2, NY | **Graphic Designer** | *Sep '05 to May '06*
 - Authoring tools: Adobe Photoshop & Illustrator.
- IIT C&M Department, Chicago | **Web Developer** | *Mar '05 to Aug '05*
 - Technologies: JavaScript, HTML & CSS.

ABSTRACT OF MASTER'S THESIS & SAP RESEARCH PROJECT

Information Visualization for Business Applications: Business applications are generating ever-increasing amounts of data, and more and more of this data is moving in real-time. With this rich information, the challenge still remains to derive the most business value from ever-increasing amount of available information. Information Visualization can significantly solve this problem for handling such complex and high volumes of data to be represented in business applications. Through this research, an

attempt will be made to solve this problem by prototyping an interactive data driven business application (web app) through visualization.

PUBLICATIONS

- Graphic art published thrice in an eminent English daily of India, **The Hindu**. Awarded first place for this Graphic art dated Oct 27 - 2003, Jan 19 - 2004 and Aug 16 - 2004.

OTHER CERTIFICATES EXCELLED

- Distinction of receiving a certificate from the **State Government of Tamil Nadu**, India for designing a website template for its Public Works Department (PWD).
- Won nine consecutive first places in the inter college **National level Technical Symposia** in India – Events include: Web Designing and Graphic Designing Contest.
- Won two consecutive second places & a third place in the inter college **National level Technical Symposia** – Events include: Graphic Designing and 2D Animation Designing Contest.
- **Certified e-Professional** from Arena Multimedia, India in Web Graphics and Animation.
- **Diploma in Digital Visual Media** from Image Infotainment Limited, India.

REFERENCES

Available upon request.