

ROHIT PRAKASH

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EDUCATIONAL BACKGROUND

Masters in Information Science

Cornell University, Ithaca, New York (2017)

B.Tech. in Computer Science and Engineering

Indian Institute of Technology, New Delhi (2008)

PROFESSIONAL EXPERIENCE

AVP Engineering at **Grofers**, Gurgaon (June 2015 - August 2016)

- Led a team of 22 handling the entire post-checkout process including order management, fulfillment, last mile logistics, CRM, and finance reconciliations.
- Designed a highly scalable and fault-tolerant last-mile logistics system. This included the **Field executive app** with 90X faster throughput and 12X less battery usage than its predecessor made possible by removing all HTTP communication calls with MQTT.
- Fully automated the CRM system by making it intelligent and event-based. It increased the number of orders processed by a CRM executive in unit time 10-fold.
- Reduced **the cost of the entire last-mile system** to 2% of Grofers' total infrastructure cost with 100% uptime.
- Launched fully revamped and automated fulfillment ecosystem that reduced infrastructure expenditure by 200% and improved average server response time by 90%.
- Brought down merchant discovery time from 500ms to 10ms by completely **revamping geo-spatial queries**.
- Worked with VP Human Resources to define the hiring strategy for technology function that included campus hires and experienced hires.

Founder of **HuHuba**, New Delhi (May 2013 till date)

- Developed India's first comic book publishing platform with a mobile comic book reader for **Android** and **iOS** devices targeted at small and independent comic book publishers.
- Negotiated deals and forged partnerships with comic book publishers across the US and India, getting 15 publishers on board and launching over 100 comics.
- Executed and developed a social media marketing strategy resulting in more than 15,000 app downloads across various platforms without any ad spend.

Chief Technology Officer at **fabuloso!**, New Delhi (August 2011 - June 2014)

- Led a team of 5 people in developing/maintaining a scalable e-commerce store that was completed in 3 months, hosted on AWS and had 100% uptime throughout.
- Setup the entire company's IT infrastructure and devised tools to help warehouse, merchandising and customer care.
- Proposed new project management strategy of using Gantt charts for different teams across the company which ensured visibility for cross-dependent teams.

Software Engineer at **Indiatimes**, Gurgaon (November 2009 - January 2011)

- Built a shopping recommendation engine for indiatimes shopping site based on collaborative filtering written in Java.
- Built a news recommendation engine based on user profile created using NLTK for feature extraction. The code was written in Python using MongoDB as the database.

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

- Extended an open source web analytics tool - piwik for tracking conversions through various ad networks.
- Ported the backend on Google App Engine with database schemas optimized to run real time queries that handled more than 6 million requests per day.

PROJECTS

Brain Controlled Switch (*under Dr. Hane Aung, Cornell University*): Developed a brain-controlled interface using steady state visually evoked potentials to control IoT devices.

Computerface Robot (*under Dr. Malte Jung, Cornell University*): Constructed a robot that helps in improving the collective intelligence of a group. Abstract submitted to SIGCHI.

ArtMaestro : Developed an **iOS app** using painterly rendering algorithm that converts user's photographs into different painting styles. Was the top grossing app on the Indian iTunes store and sold more than 30,000 paid apps.

EDAS sponsored FFT Accelerator Project (*under Dr. Kolin Paul and Dr. M. Balakrishnan, IIT Delhi*): Implemented distributed Fast Fourier Transformation and achieved a speedup of 2X with 5 machines.

Sun Microsystems sponsored BioBox (*under Dr. Dheeraj Bhardwaj, IIT Delhi*): Created a bio-cluster grid based on ROCKS architecture that reduced the overall deployment time per machine from 3 hours to 15 minutes.

Delhi Map Project (*under Dr. Shawn Cole, Harvard Business School*): Built a customized self-learning parser and a spellchecker to correct spelling mistakes in a dataset consisting of more than 50,000 locality names.