

VINEEL SHAH

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EDUCATION

BA in Computer Science, New York University

EXPERTISE

Languages – Javascript, PHP, C, Objective C, Core Java, SQL, TSQL

Platforms – iOS, Web Architectures, Search, MySQL, Microsoft SQL Server

Management – Developer-only and teams with marketers, designers, clients, analysts.

EXPERIENCE

NotSalty, South Orange, NJ, July 2018 – present

Founder

PHP, Slim framework, MySQL

Created website to encourage and empower people to eat less sodium. <https://notsalty.net> .

Gerson Lehrman Group (GLG), New York, NY, Sept 2014 – June 2018

Principal Software Engineer

Javascript, React, Node.js, TSQL for Microsoft Sql Server, Python / Jupyter Notebooks

Worked across several business units and large tech team. Developed, and rolled out several web applications.

- Recruiting Workflow: Specialized CRM for intrapreneurial startup group, finding expertise from external sources such as LinkedIn and the web.
- Recruiting Analytics: Data analysis to support Recruiting Workflow, for daily, weekly, and ad-hoc reporting. Python with Jupyter notebooks and MSSQL server.
- Special Projects Recruiting: Tracking application for medium-term placement business.
- Budgeting Workflow: Add checks and balances for budgeting of mini-conferences. AngularJS
- EpiFerret: Custom internal tool for database archeology — searching and exploring GLG's large, labyrinthine MSSQL database and thousands of queries across dozens of enterprise apps.

Salido, Inc., New York, NY, Aug 2012 – July 2014

Chief Technology Officer / Architect

iOS, Objective-C, Ruby on Rails

CTO of VC-backed startup. Led a team of 5 full-time developers and 2 freelance designers, in defining and building a Point of Sale system for restaurants, including iPad client, REST API and admin web UI. Ran beta-test in 4 restaurants. Platform was iOS / Objective-C front-end and Ruby on Rails back-end. Also oversaw design and development of several other app prototypes for payment, reservations, etc. <https://salido.com>.

RedRover, New York, NY, September 2010 – November 2011

Chief Technology Officer / Architect

iOS, Objective-C, Ruby on Rails

Joined a VC-backed startup as 3rd full-time employee. Hired a team of 6 full-time and freelance developers, went from wireframe to product in 6 months. Shipped 7 updates through October, each with new features. Managed server team building with Ruby on Rails 3, did most of the iPhone programming in Objective-C myself. Product

was a planning-based social network for parents, in the vein of "Facebook for Moms." Platforms include iPhone, Android, and Web apps. Pivoted version available in App Store or at <http://redrover.co>

Freelance Projects, New York, NY, January 2010 - August 2010

iOS Objective-C

Estee-Lauder Reference iOS Framework

Working with Estee's "ELC-Online" division to create a reference framework for Store Locators, Product Catalogs, and Shopping Cart/Mobile Checkout. This framework was given to agencies to help Estee's various brands develop individual iPhone apps. Used objective-C + Core Location, MapKit, Core Animation, Networking, UIKit.

Meet the Animal Friends for iPad

Developed a child's game (2-4 yr old) using "Cocos2d for iPhone" framework.

Here I Am!

Built iPhone app to SMS location to friends. Retired app and rolled function into RedRover.

Social Intent LLC, New York, NY, September 2008 – August 2010

Chief Technology Officer, Co-Founder

iOS Objective C, PHP, MySQL

Managed and built Facebook/MySpace Apps and iPhone Apps for brands such as Coca Cola, Clinique, Equifax, Hershey's, Random House, and Sony Pictures.

Linkstorm, Inc., New York, NY, January 2008 – September 2008

Freelance Social Networking Software Designer/Developer

Javascript, MySQL

Designed, implemented, focus-grouped, suite of social networking apps for client Coca Cola. These included CokeTags and AskMyFriends. Spent several trips to Coke HQ, interacting with client and running focus groups.

VFinity Inc., New York, NY, June 2006 – September 2007

Software Architect

C#, PHP, MySQL, SOAP, FFmpeg

Designed and built web service architecture for enterprise multimedia asset management system with concentration on digital video and images. Implemented Lucene-based search, video rendering pipeline, events pipeline, and overall architecture.

CoderCentric, New York, NY, December 2004 – May 2006

Founder

Java / Swing app for Mac, Windows

Designed, implemented, marketed, and shipped a client-side database schema drawing tool called dbSketch.

Yahoo, New York, NY, December 2002 – October 2004

Senior Technical Yahoo – Hotjobs

Java, Lucene, Hibernate, PHP, MySQL, Oracle

Led next-generation effort on paid advertisement management application, a team that included 10 front and back end programmers. Spent 6 months in Requirements Gathering, working with all aspects of the Hotjobs business. Managed team and technology. Initiated Matching/Search projects for jobs, drove procurement and design of a \$1 million integration project.

Senior Technical Yahoo – Softshoe (Enterprise Unit for Hotjobs)

C, PHP, Java, Lucene, Oracle

Technical manager for \$2 million enterprise-only subunit of Hotjobs, a hosted recruitment application for Global 100 companies. Clients included Pfizer, UBS, UPS, Lucent, others. Managed ongoing custom development, fire-fighting, and next-generation redevelopment effort.

Freelance Projects, 1997 – 2002

Consulted on a variety of technologies for many clients, including: LivePerson, iVillage, JCrew, Hearst, Imaginary Forces. Used J2EE, Flash, Shockwave, Vignette StoryServer.

Children’s Television Workshop Online (Sesame Street), New York, NY, May 1998 – May 1999

Consulting Technical Director / Architect

Vignette StoryServer, TCL, SQL, Oracle

Created architecture and led 5-dev team to create pioneering online children’s game called **Stickerworld**. For several years supported 250,000 users per school year.

MTV Online, New York, NY, 1997

Manager, Software Development

Led several projects using internal and external developers. Led complete redesign of user interface, from concept through implementation, resulting in doubling of site traffic. Oversaw introduction of display ads on the site and build-out of ad-serving infrastructure.

Engine.RDA, New York, NY, Jan 1996 - March 1997

Lead Software Engineer, Marketing Software

Led a 5-dev team building web and CD-ROM projects for clients such as Microsoft, Atlantic Records, Panasonic, Acclaim Entertainment. Pitched early webisode show called “Zeitgeist” to The Microsoft Network.

John Wiley & Sons, New York, NY, Feb 1997

Primary Author – Lingo & Shockwave Sourcebook

Imergy, New York, NY, Feb 1995 – Jan 1996

Star Trek Omnipedia, Windows — Voice Recognition Programmer

New York University, New York NY, Jan – Dec 1995

Lingo Instructor

The Voyager Company, New York, NY. Apr 1994 – Feb 1995

Software Engineer - Multimedia CD-ROMs

Media Research Laboratory of New York University, New York, NY, Spring 1993 – Summer 1994

Multimedia Designer/Software Engineer

Worked as a research scientist under Professor Ken Perlin.

Citibank Financial Institutions & Services Group, New York, NY (June 1993 – March 1994, Staff)

Technical Associate for Architecture Group