# BHARATH SWAMY

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Experienced engineer having over 6 years of industry experience with a proven track record in managing and leading development teams through Data-Driven techniques and Agile strategies, specializing in AI and backend technologies.

## EDUCATION

**Cornell University**                                                                                                    **New York, NY**

Master of Business Administration (Tech MBA - STEM Designated) - Merit Scholarship recipient            **2024**
- MBA Consultant for JP Morgan Chase : Explore techniques for building LLMs while ensuring data privacy and ethical usage
- MBA Consultant for CNN :  Consulted on a project to improve employee engagement in the MasterCraft initiative.
- Relevant coursework : Designing Data Products, Data Analytics and Modeling, Operations Management.

**Indian Institute of Technology (IIT) Roorkee**                                                              **Roorkee, India**

Master of Technology - Computer Science and Engineering (CGPA 4.0/4) - Merit Scholarship recipient      **2018**
- Thesis Project: Bi-LSTM CNN Model with Word Embeddings usage for improving Sentiment Analysis Systems.
- TA for Advanced Algorithms, Advanced Database systems, Data Mining and Warehousing.
- Relevant Coursework : Cloud Computing, Advanced Algorithms, AI and Expert Systems, Database Management Systems.

## TECHNICAL PROFICIENCY

**Programming Languages**: Golang, Python, JavaScript, SQL, Swift, NodeJS, React.
**Frameworks, Tools and Platforms:** AWS, GCP, Kubernetes, Docker, Terraform, Datadog, PagerDuty, Figma, Stable Diffusion.

## PROFESSIONAL EXPERIENCE

**ArtbasketAI :** GenAI powered content creation co-pilot platform                                      **New York, NY**

**Cofounder and CTO**                                                                                                 **Oct 2023-Apr 2024**
- Led the product and business development from concept to MVP, overseeing all aspects, from conducting over 50 customer interviews to identifying market opportunities, coding up and deploying the initial MVP, and pitching to VCs.
- Led the development and alpha-launch of a tech startup focused on leveraging GenAI capabilities to streamline workflows and showcase Gen AI comic content built using NextJS, golang in AWS ecosystem.

**MERCARI :** Japan's largest community powered C2C e-commerce unicorn company.                         **Tokyo, Japan**

**Staff Software Engineer**                                                                                          **Jan 2023-June 2023**
- Drove the initiative to establish the India branch by conducting 30+ technical interviews to hire the first group of senior engineers for the Mercari India Development center and setting standards and practices for all future interviews.
- Organized company-wide Backend DevDojo Sessions where I onboarded 30+ senior engineer hires, updated the outdated company tech and product documentation which led to a 3x increase in page views and 0.2 increase (to 4.4) in surveyed satisfaction score.
- Led a 10-engineer team to develop and maintain customer-facing backend APIs for serving Mercari's landing pages on iOS, Android, and web, achieving a 99.99% SLA for ~22 million MAU.

**Technical Product Lead : Personalization Core**                                                          **Sep 2021-Jan 2023**
- As a product owner, I proposed and led the end-to-end development of a passion project inspired data-driven Achievements feature by collaborating with a cross-functional team of over 20 stakeholders in conducting user research, defining product specifications, prototyping the POC, and testing a gamified reward system that boosted new user retention by 26%.
- Successfully led my team in delivering 5+ core features, achieving a 90% on-time release rate, by managing the production roadmap, writing design documents, conducting code reviews and resolving all production incidents within team error budget.
- Unlocked a new revenue stream through showcasing sponsored content and in app advertisements by directing Topics Pickup feature development from 0 to 1 through a successful launch, by aligning the product roadmap and balancing customer needs and business impact, facilitating collaboration with third-party companies like Brutus Japan.
- Spearheaded the Brand Data Migration initiative by automating brand management tasks that saved ~$100K/month in engineering costs, eliminated and reduced monthly bug reports by 75 (from ~120).

**Senior Software Engineer, Backend : NewBiz**                                                            **May 2020-Aug 2021**
- Planned and executed a complex PHP monolith to Golang microservices migration under live traffic that streamlined flow of execution, with the launched item-filter microservice serving a peak 5,000 requests per second.
- As an interim project-manager scrum master, I planned and organized scrum events, tracked team OKRs and development roadmap, and deliverables for a cross-functional team of 15 engineers.
- Designed and developed KeyTrend feature following agile development principles that increased the GMV by 1.7% ($4 million).
- Successfully led technical integration of Braze, resulting in improved CTR for marketing email campaigns from 3.9% to 5.1%.

**Software Engineer : Search & Backend**                                                                   **Oct 2018-Apr 2020**
- Built and deployed data pipelines for batch processing user recommendations using Apache beam, Dataflow in Google Cloud ecosystem that reduced the User Bounce rate by nearly 5% while ensuring 80+% test coverage.

**Rane NSK :** Rane group subsidiary, founded as an automotive joint venture between India and Japan.     **Chennai, India**

**Software Engineer Intern**                                                                                       **Sept 2014-Nov 2014**
- Proposed and developed an inhouse data management system resulting in cost savings over $10k in software licensing payments.