

Rahul Aravind Baji

Web Architect with 9 years IT experience

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Focus

Creation of usable, optimal websites/web applications.

- Understand the business needs and constraints of end-users
- Evaluate current applications; undertake competitive analysis; analyse requirements
- Develop the optimal information architecture, navigation design within the business constraints and usability considerations
- Clearly, concisely present the architecture to the development team and the client
- Monitor and evaluate trends in Internet and web site design and development.

Professional Highlights

- Rich experience in Web technologies including server side technologies and client side scripting
- Expertise in architecture of relational database solutions, especially for the Internet
- Wide exposure to number of technologies from Microsoft, Linux to mainframes
- Ability to interact with customers, understand business requirements and design technology solutions
- Keen to read and understand latest web technologies, processes and tools

Web Architecture Experience

- Managed, designed and developed an ASP application for equity analysts to provide analysis and tips to subscribers through multiple channels, namely web,email and SMS. The application was the primary revenue source for the website and still is the leading revenue stream from the website.
- Managed, designed and developed open source based Article Management System with focus on user friendliness to website owner. The owner is very happy with website and plans are foot to add more features.
- Managed, designed and developed a ASP based jobs portals for a HR consulting company. The HR consulting company unfortunately folded up and the website was scrapped.
- Technical architect for XML based SCM solution web application. The pilot was implemented at over 50 locations and was well appreciated by the client.
- Provided technical architecture expertise for web enabling business operations of a the world's largest marine crew travel agency. A pilot was developed and demonstrated to the HQ in London.

Professional Qualifications

- Post Graduate Diploma in Software Technology, NCST, Juhu – Oct 97
- Bachelor of Engineering, Mumbai University, Mar 95

Experience

Nov 04-Present

*Partner, **BN Consulting***

Mumbai, India

- Initiated focus on Content Management Systems as the mainstay of our operations
- Jointly developed a user-centric development process for CMS projects
- Handled client communications including proposals and presentations
- Designed and developed web applications in ASP, Dot Net, LAMP

Jan 01-Nov 04

Freelance/Self

Mumbai/Pune, India

- Single handedly managed, designed and developed an article syndication system. It was a primary revenue stream for the client and encompassed business functions right from tracking, marketing assistance to billing
- Managed, designed and developed an ASP application for equity analysts to provide analysis and tips to subscribers through multiple channels, namely web, email and SMS. Added a failure safety feature, differential price tracking of SMS gateway service providers
- Managed, designed and developed Article Management System with focus on user friendliness to website owner
- Redesigned a web based business automation solution for airline reservations for the world's largest marine crew travel agency.
- Technical Architect for XML based SCM solution web application. The pilot was implemented at over 50 locations and was well appreciated by the client
- Developed XSL application for code generation of data access layer from XML schema

Apr 97-Dec 99

*Sr. Systems Engineer, **Tata Infotech Limited** Mumbai, India*

- Led the team for regression testing, patch development of ALGOL systems application for A-Series Mainframes
- Led the team for design and development of Y2K testing application. Windows based desktop application that would parse A-Series source code files to detect potential Y2K problems

Mar 96-Mar 97

*Programmer, **Cogito Systems***

Mumbai, India

- Developed a Fox Pro application for business automation of a Garment Export firm