**Siddharth Arora Male**

**Metallurgical Engineering & Material Science B.Tech**

Indian Institute of Technology, Bombay **DOB : 25/12/1990**

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| **Examination** | **University / Board** | **Institute** | **Year** | **CPI / %** |
| **Graduation** | **IIT Bombay** | **IIT Bombay** | **2014** | **6.5** |
| **XII** | **CBSE** | **Kendriya Vidyalaya, SGNR** | **2009** | **81.8** |
| **X** | **CBSE** | **Kendriya Vidyalaya, SGNR** | **2007** | **83.2** |

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| **POSITIONS OF RESPONSIBILITY** |

**FurnitureDekho.com** | **CPO**, Mumbai [Dec’15-Dec’16]

* Worked as **Chief Product Officer** in an online **e-commerce** platform Furnituredekho.com which lists all nearby furniture stores and their products etc
* Ideated and conceptualised **realtime chat**, pricing based model, payment gateway
* Redesigned the entire desktop and mobile website with **material design** philosophy by google, growing average number of users per month
* Worked on various technologies like CodeIgniter, PHP, MySQL, Bootstrap, HTML, JS, CSS
* Worked on the **business/revenue model** so as to get achievable breakeven during 3rd year
* Implemented Google Adwords worth **1.5 lakhs**, achieving increased enquiries & website traffic in a week
* Growth rate of **2.014** in website traffic ( taking maximums ) after the relaunch of redesigned product

**Gradbee**| **CoFounder Product UI/UX | Director**, Mumbai [Mar’15-Dec’15]

* Ideated and conceptualised a **Freelancing portal** for **students**
* Product was designed to help students by providing them a platform to discover and work on freelance projects, improving their skills for better future prospects and also earn while they are still learning
* Single handedly Designed and developed (UI/UX) the whole Desktop website from scratch in a short span of **1.5 months** and Mobile website in **1 month**
* More than **30,000** people (organic) visited the website in less than 3 months
* Created feedback surveys from the users and registered students and improved the payment gateway system and overall site design
* Worked on various technologies like PHP, Bootstrap, HTML, JS, CSS

**Target India Private Limited** | **Associate Software Engineer,** Bangalore [Jul’14-Feb’15]

* Youngest Front end Team member of Gift Registry Team
* Major part was to fix bugs and minor product development stories
* Worked on various technologies like BackboneJs, UnderscoreJs, RequireJs sass Bootstrap
* Implemented new filters design in all the gift registries
* Part of Performance team, increased performance by testing and improving scripts with JS best practices

**Kinnari Steel Corporation** | **Web Developer**, Mumbai [Apr’14-May’14]

* Designed and developed kinnaristeel.com within of 1 month as a freelance project
* Created the whole website with Wordpress, which powers good SEO services and better content management services
* Created **KSC logo**, which is being used in their import/export boxes, website etc

**Padarth** | **Web Manager**, IIT Bombay  [Apr’12-Apr’13]

* Designed padarth.org within a span of 2 months which attracted over **18,000 visitors** across India
* **Initiated** a **National Online Quiz** for the first time with a nationwide participation of **1500+** in **3 hours**
* Successfully incubated **HTML5**, **CSS3**, PHP and MySQL creating a richer web experience
* Website is continued for the year **2015** due to elegant design and easy database management

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| **MAJOR INTERNSHIPS** |

**Holidify** | **Web Design**, Noida  [May’13-Jul’13]

* Designed a **map based interactive** and **dynamic** website to search for holiday destinations all over India, setting benchmark standards for tourism industry
* Assisted in **business development** and **product ideation** which resulted in a total of **3,021** **hits** and **2,144** **unique visitors** on the website in the **first week** of launch
* Created and maintained a Wordpress blog to **generate pre-launch buzz** and **capture target audience**

**Enelek Power Private Limited** | **Creatives Department**, Mumbai [Jun’11-Mar’12]

* Successfully created the company website; **designed** visiting cards and brochures
* Presented **business plan** at Helios, IIT Bombay securing **1st position** among **25 teams**

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| **entrepreneurial endeavourS & CONSULTING** |

**Gagpedia** | **Website Owner**  [Apr’13-May’13]

* Analysed the on-going market trend of **humour websites** and designed the website on similar grounds
* Attracted visitors from **106 countries** with highest from **USA (20.33%)** and **India (16.51%)** in **1 month**
* Achieved **10,424 page hits**, **4,094 unique visitors** and a dramatic improvement in Alexa website rankings

**Localstreet** | **Consult,** Ajmer

* Analysed the pre-existing website and proposed valuable suggestions like **enhanced platform usage**
* Successfully implemented the idea of using strategic locations for **mainstream advertisements**

**Mmr Group**| **Design,** Noida

* **Re-canvased** company’s responsive website design in a short period of **3 days** for their campaign
* Updated to an efficient version for easy navigation, leading to faster and interactive interface

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| **COMPUTER SKILLS** |

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| **Web Development** | * HTML5, CSS3, Javascript, Backbone.js, Express.js, EJS, Underscore.js, Require.js, Material Design, Bootstrap, UI-UX, Wordpress, PHP, SASS, MATLAB, jQuery, Visual Basics, MySQL |
| **Software Skills** | * MS Excel, Adobe **Illustrator**, **Photoshop**, Dreamweaver, After Effects, Sony Vegas |

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| **EXTRA-CURRICULAR ACTIVITIES** |

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| **Dance** | * **Stood 1st** in group dance Freshizza’10, Institute Freshmen Dance Championship |
| **Techfest** | * Designed interactive video for a workshop demonstrated by Mr. Sunny Vaghela (Hacker) * Created video for **WAVE India** (Electric car concept), launched for the first time in India * Highlighted features of Techfest in an introductory video showcased at opening ceremony |
| **Sports** | * Played football in **Regional Sports Meet** held in Jaipur in 2005-06 * Participated in **Open National Cricket Tournament** held in Sriganganagar in 2007-08 |
| **Social Service** | * Organized **clothes collection drive** for the underprivileged sections of society |