

Ketan Anjaria

Lead Software Engineer

EXPERIENCE

CTO

[HireClub](#) Aug 2017 - Present

- Designed and Engineered subscription coaching platform with over \$1,000,000 in revenue with Stripe and Acuity API integrations. Over 3000 customers coached with 250 coaches.
- Created Resume Builder VueJS web app with an Elixir API. Used by over 10,000 candidates to make beautiful resumes.
- Developed text and web messaging platform that allows coaches and customers to instantly message regardless of platform. Over 200k messages sent along with the ability to have “/slash” commands that allow rescheduling, canceling and help via text.
- Engineered automatic time tracking and invoicing application to facilitate marketplace payments to coaches with Stripe Connect integration. Over \$450k in payments sent to coaches.
- Built video and phone conferencing web application with DailyCO API and Twilio API integrations. Over 100k of phone and video minutes logged by customers.
- Hired, trained & mentored team of 7 Engineers, Designers, and Product Managers. Managed team of 6 contract engineers, writers, customer support staff..

CTO

[Up All Night](#) Sep 2014 - Jul 2017

- Engineered Subscription Ticketing platform with over \$2M in sales.
- Integrated Stripe and Stripe connect with over \$1M in payouts to vendors.
- Built internal email marketing application to increase subscriptions and sales. Over 2M emails sent with a 30% increase in sales.
- Built self documenting REST APIs via TDD for use in iOS app.
- Managed 5 person team of designers, backend and iOS developers.
- Built Elixir URL Shortener service for performance gains and as a test best for future platform migrations.

CEO

[CardFlick](#) Mar 2011 - Jul 2013

- Designed & Built award winning digital business card sharing app.
- Won TechCrunch Audience Choice at public launch in Sept 2011.
- Raised \$500k in angel funding and joined 500 Startups Batch 4.
- Over 120k users and 500k business cards shared using a Rails Backend with Websocket integration on iOS.
- Featured on Apple's App of the Day, USA Today, Washington Post and Mashable.

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New York • Remote

SKILLS

Rails
Ruby
Phoenix
Elixir
Javascript
Software Development
Product Management
Coaching
Vue
SQL
HTML/CSS
TDD
REST APIs
GraphQL
Heroku
AWS

EDUCATION

Bachelor of Arts

[Evergreen State College](#)

Web Design & Creative Writing

CEO

[kidBombay](#) Jul 2008 - Present

- Worked with Twitter CEO Evan Williams and Biz Stone to build and design Twitter widgets and improve Twitter API.
- Redesigned Yammer Desktop with CEO David Sacks and built first version of Yammer Android
- Designed & built first Huddle iOS App with CEO Andy McLoughlin.
- Designed & built Qik, the first live video chat app.
- Designed, Branded and built 1.0s for numerous startups and grew staff to 25.
- Designed Adobe's Test & Target, first iOS App for Ad Performance tracking.

Front End Developer

[Metalix](#) Jan 2006 - Sep 2007

- Built, collaborated and designed interactive web sites and apps for clients such as Microsoft, Adobe, RedBull and more.
- Built Adobe Kuler, the first color theming and collaboration site with over 1m users.
- Built Flash Components and collaborated on ActionScript language development with Adobe.

Front End Developer

[SuperSecret](#) Mar 2007 - Jun 2008

- First Engineer, built entire gaming engine for a children's MMO.
- Built complex sprite animation system with 16 levels of customization for children's avatars.
- Collaborated with Backend Engineers to ensure high performance network performance and a reactive UI.

Front End Developer

[Metaweb](#) Apr 2005 - Jun 2005

- Used the first graph query language MQL to design and built interactive web apps.
- Designed + Built semantic web front end engine.
- Designed initial demo to raise funding.