Siddharth Adelkar

Mumbai, Maharashtra, India

✉ siddharth.adelkar@gmail.com   📞 +918692872055

in linkedin.com/in/adelkar   🔗 https://adelkar.info

Summary

15 years of software product development experience
• Product manager & design thinker: Led the development of 2 major Indian independent media sites
• Hands-On Dev: Developed world's only on-disc video editor, a Bluray Exclusive for a major Hollywood studio.
• Diversity & Inclusion: Formulated the "Pillar 3 – Interview" ThoughtWorks India. Mentored ThoughtWorks Europe.
• Communicator: Managed change with C-level stakeholders at ThoughtWorks for new "Pillar 3" adoption – interviews, on-boarding, panels, case-studies, roadshows.
• Leadership & Community: Co-founded the influential and award-winning, People's Archive of Rural India (PARI).
• Independent research: Application of neural networks in different domains from retail to media. DeepFashion, text similarity and translation memory.

Experience

Product Owner and Agile Coach

Market Pulse Tech

Sep 2019 - Present (1 year 3 months +)
• Strategic Leader: Member of the strategic leadership at MP, specializing in techniques of collaborative decision making such as lean canvases. Thinking company culture and policy.
• Product Owner: Creative and collaborative product development using gamestorming techniques, impact mapping and innovation games
• Machine Learning Dev: Employ NLP such as spacy.io to automate news aggregation in the News section.

Impact: Solved news redundancy problem in the news section of Market Pulse using Named Entity Recognition (NER) of spacy.io. This saved significant manual moderation costs.

Tech Editor and Founding Member

People's Archive of Rural India

Dec 2014 - Present (6 years +)
Leadership
• CounterMedia Trustee, member of the editorial board. Identified and forged partnerships with like-minded friend organizations, donor networks, and volunteer pools
• Led data driven design decision making and built back-office capacity for journalism-tech: workshops, training, and internship program for cross-functional team of techies, journalists, writers and designers.
• On-board, mentor and review developers from the GitHub community and partner organizations to enhance the vision of PARI.
• Product owner of the award-winning product -- "A journal of the present, an archive of the past, a textbook of the future"
Dev

• Led the product development of 3 versions of PARI, the webapp. Tech stack: Django Python (Wagtail) PostgreSQL, Nginx, Gunicorn, Supervisor, Elasticsearch, Bootstrap, jQuery. https://github.com/PARINetwork/pari
• Developed tech toolbox: SQL powered Google Data Studio dashboard, in-house CRM product, LeafletJS based map visualizations, Selenium based Census of India scraper, DL4J and Keras based tech tools such as translation memory, PARI chatbot on Facebook Messenger and Telegram

Impact:
• Over 1.5 million readers. Audience tripled between 2019 and 2020
• 241 authors, 931 stories from 280 Indian districts. 465 photographers, 11,536 images. 99 translators, 14 Indian languages.
• The US Library of Congress has included PARI in their web archives, describing it as "An important part of [their] collection and the historical record"

Consultant
ThoughtWorks
Nov 2013 - Nov 2017 (4 years 1 month)
Leadership
• Co-founded ThoughtWorks Media Centre, led Team MediaCMS as a Product Owner with media clients which went on to become highly influential websites
• Worked closely with ThoughtWorks chairperson, Roy Singham to start and lead a unique diversity & inclusion program at ThoughtWorks India and Europe
• With the chairman, positioned ThoughtWorks as a thought leader on 4th Industrial Revolution to organize conferences such as New Economies Initiatives, Digital Economy Conference, Berlin, and 4CCon, Chennai
• Created alternative diversity recruitment pools by organizing Women's Day Ideathon
• Subject Matter Expert at ThoughtWorks University for new employee onboarding and training

Impact: ThoughtWorks Media Centre client Sabrang.in won NASSCOM Award for heat map visualization for tracking human rights abuses with sabranindia.in

Founder
Foretello
Jun 2012 - Sep 2013 (1 year 4 months)
• Innovated a futuristic prediction search engine
• Scrum product owner and innovator
• Led a dev team of 4 to design and develop PHP MySQL Apache Solr based web app

Senior Software Engineer
Radius60 Studios
Jul 2008 - Jan 2012 (3 years 7 months)

Radius60 now acquired by Pixelogic Media
• Java 2D Graphics/ AWT based GUI development over OCAP/MHP based J2ME architecture of Blu-ray Disc Java.
• Led development team in creation of on-disc multi-user video editor, "Cutting Room" an added value 'Special Feature' that was used by Sony Pictures on many Blu-ray movie discs.

• Managed Blu-ray projects and led development teams, authored Blu-ray titles for major Hollywood Studios like Sony Pictures, Lions Gate Entertainment, Criterion Collection. Coordinated asset logistics and estimates with various non-programming departments such as Graphics, Subtitles, Encoding.
• Programmed Blu-ray disc functions using GUI based authoring tools (Sony Blu-print) enhanced with scripting and BD-Java programming.
• Worked with technical specifications (including BD-ROM and DVB-GEM) and referenced/researched them for information on functional aspects of the BD-ROM disc.

Bluray Java Engineer
Deluxe
Jan 2007 - Jun 2008 (1 year 6 months)
• Java 2D Graphics/ AWT based GUI development over OCAP/MHP based J2ME architecture of Blu-ray Disc Java.
• Programmed Blu-ray disc functions using GUI based authoring tools (Sony Blu-print) enhanced with scripting and BD-Java programming to create Java user interfaces for Blu-ray releases of major Hollywood productions.

Research Engineer
University of Southern California
Oct 2006 - Jan 2007 (4 months)
• Java developer for Musculoskeletal Modeling Software (MSMS) for the BIONS project.
• Designed and developed Java API for Simulink (Matlab) projects at AMI.
• Java 3D development

Graduate Research Assistant
University of Southern California
Jun 2005 - Dec 2005 (7 months)
Zhoulab - Department of Computational Biology
• Ortho: Java based software for running algorithms to find orthologs and various genetic sequences of species. Involved parsing web pages from web services like WU- Blast, Pfam that resulted in to a poster presented at RECOMB 2007.
• iArrayAnalyzer: Data mining and visualization platform for microarray datasets. JUnit Testing Platform and test case development
• Zhoulab website development, mastering, web forum management http://zhoulab.usc.edu

Software Test Developer (Part-time)
Southern California Earthquake Center (SCEC)
Nov 2004 - May 2005 (7 months)
• JUnit Test Case development, Fit Testing and J2EE (Spring) development for Data Discovery and Distribution, Java based system that will allow users across the Internet to view the metadata associated with each simulation.
• Web mastering and design for Sosa Download Website.

Education

University of Southern California

Master of Science (M.S.), Computer Science
2004 - 2006
Master of Science (Computer Science) at Viterbi School of Engineering

University of Mumbai

Bachelor of Engineering (B.E.), Information Technology
1999 - 2003
Bachelor of Engineering (Information Technology) at Dwarkadas J Sanghvi College of Engineering

Licenses & Certifications

Improving Deep Neural Networks: Hyperparameter tuning, Regularization and Optimization - deeplearning.ai
V8SU4Z6LBJMF

Structuring Machine Learning Projects - deeplearning.ai
9VUL6PBBN9AG

Deep Learning Specialization - deeplearning.ai
2HDC95PGHYUM

Certified SAFe® 4 Agilist - Scaled Agile, Inc.
Issued Dec 2018 - Expires Dec 2019
82210167-0157

Professional Scrum Product Owner - Scrum.org

Skills

Keras • DL4J • Python (Programming Language) • Java • TensorFlow • spaCy • Google Data Studio • SQL • Apache Spark • Pandas (Software)