

# Ravinder Baid

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## SKILLS

### PROGRAMMING

Proficient:

Python • Go • Ruby

Familiar:

Java • Nodejs • HTML • CSS

### DATABASE

PostgreSQL • MySQL

### TOOLS & PLATFORM

Git • Kafka • Redis • Docker

AWS - EC2, S3, SQS, SNS, Lambda,

Cloudwatch • OOPS • NewRelic

Sentry • Clevertap • CircleCI

Jenkins • Skylight • Ruby On Rails

Django • Springboot

## ACHIEVEMENTS

*Awarded the first prize in Simpl Hackathon built platform for upsell/cross-sell for D2C merchants.*

*Open Source contribution fixed reportlab labels for bar chart.*

*Won the first prize in CampusHash Hackathon*

## INTERNSHIP

### PARALLEL DOTS | 2014

Scraped websites using Python to build context based news recommendation system.

## LINKS

Github: [Ravinderbaid](#)

LinkedIn: [ravinderbaid](#)

StackOverflow: [ravinder-baid](#)

## EDUCATION

**NITMAS** (FORMERLY KNOWN AS ITME) | B.TECH(IT)  
2011-2015 | Kolkata

## PROJECTS

### IMAGE SHARE

Web app for image sharing via URLs, with commenting and messaging features.

## EXPERIENCE

### SIMPL | ENGINEERING MANAGER | JUN 2020 - PRESENT | BANGALORE

#### ROLE - ENGINEERING MANAGER | OCT 2023 - PRESENT

- Managed a team of **15 people** which flawlessly managed payment systems across all company products
- Developed an in-house payment orchestrator service integrating with various payment aggregators like **PhonePe, Razorpay, TPSL, and PineLabs**, facilitating **100 crore TPV per month**. Reducing payment cost by **6 bps per transaction** with no-downtime
- Build a card **tokenization** flow and became one of the first to secure **PCI DSS 4.0** certification in the country.
- Enabled team mitigate cost-cutting features in FE to optimize UI by **35%** at **60%** lower costs
- Consistently prioritized addressing technical debts, leading to a remarkable **90%** decrease in false alarms.
- Extended the payment stack for **D2C** vertical by launching **Netbanking, Wallets and EMI**

#### ROLE - STAFF ENGINEER | OCT 2022 - OCT 2023

- Created 0 to 1 payment stack which included **UPI, Credit and Debit Cards** for D2C vertical(checkout) which processed **2 Crore TPV daily**
- Integrated with **Razorpay** and **Juspay** to add Native OTP flow for Cards which increased success rate from **55% to 85%**
- Scaled repayment services to handle transactions smoothly from **400 crore to 600+ crore**, with peak capacity reaching around **30,000** requests per minute.
- Bring down repayment cost to 4bps from 10bps

#### ROLE - SENIOR SOFTWARE ENGINEER | JUN 2020 - OCT 2022

- Scaled customer communication using Kafka and Ruby on Rails from **900K to 6.9 million**, significantly improving delinquency.
- Developed and implemented a chatbot self-serve flow using NodeJS, resulting in an **80%** reduction in support tickets and significantly improving customer service efficiency
- Created a generic fraud dashboard which helped in all anti-fraud initiatives throughout the org

### INCEDO | SENIOR SOFTWARE ENGINEER | JAN 2019 - JUN 2020 | PUNE

- Created services that integrated with Splunk to fetch client reports, schedule them automatically, and send them via email using **Python, Django, SQS, SNS and SES**
- Mentored and supported **6-7 new joiners**, serving as their primary point of contact.

### AIT GLOBAL | SOFTWARE ENGINEER | JUN 2018 - JAN 2019 | PUNE

- Migrated Docubuilder services from Python 2.7 to 3.7 for **30** clients, enhancing mutual fund document template creation. Optimized code, increased performance by **30%** and increasing efficiency.

### INFOSYS | SENIOR SYSTEM ENGINEER | AUG 2015 - JUN 2018 | PUNE

- Worked on Dynamic Pricing of products for Infosys client KLX
- Implemented order consolidation to merge deliveries scheduled for the same time and location