

SWATI RAJU

1001 Pine St, #1104,
San Francisco, CA 94109

swati.raju@yahoo.com

<http://www.alotuspond.com>

Over 9 years of UI development experience including one year as a Lead Web Dev at Yahoo! Search. Expert in front-end web technologies with several patent applications, publications and awards. Proven track record of innovation, leadership and delivering scalable and innovative UI applications for the web and mobile projects.

WORK EXPERIENCE

Goodrec Inc, San Francisco, CA

Sr. Web & Mobile Developer (March 2008 – present)

Founding engineer at Goodrec Inc responsible for design, coding, maintenance & ownership of the front end layer of all projects within a startup of five people. List of significant projects -

1. Goodrec.com: Goodrec is a twitter like recommendation engine to share recommendations with your friends. Was selected to launch at Techcrunch 50 in Oct '08 and quickly grew to more than 100,000 user recommendations in record time. Used JS, HTML, CSS, YUI, JQuery, Django & Python to build a performant and scalable website.
URL: <http://www.goodrec.com>
2. GoodFood for Palm Pre: Authored one of the first 20 webOS mobile apps (JS/ Prototype based) that launched at the release of Palm Pre in June '09. GoodFood allows users to find restaurant recommendations from their friends on the go. Rated amongst the top apps on the Palm Pre with over 100,000 users. Used JS, Mojo Toolkit (based on Prototype), CSS3, and HTML5.
URL: <http://www.alotuspond.com/goodfood.php>
3. OpenTable on the Palm Pre: Authored webOS mobile app for Opentable, a restaurant reservation service.
URL: <http://www.alotuspond.com/opentable.php>
4. Trapster on the Palm Pre: Authored a map based driving webOS mobile application that allows users to get alerts about police traps while they are driving.
URL: <http://www.alotuspond.com/trapster.php>

Yahoo! Inc, Web Search, Santa Clara

Lead Web Developer (Dec 2006 – March 2008)

Led a team of 9 web engineers on several large scale and strategic projects in Web Search. Helped define and drive the use of best practices to ensure performance, robustness and maintainability of code. Facilitated the maintenance and upkeep of a high quality and “always on” website that is used by millions of users. Managed the hiring of new talent, training of new hires & the mentoring other web developers. Used PHP, JavaScript, YUI, CSS, DHTML, Ajax and Flash. List of significant projects -

1. Search Assist: Provides assistance to users with auto-complete and result related concepts.
URL: <http://search.yahoo.com/search?p=origami&sado=1>

2. Search Wow Shortcuts: Delight driven experiences in high volume query categories like movies, music, travel & sports in order to inspire deeper user engagement.
URL: <http://search.yahoo.com/search?p=scissor+sisters>
3. Search Inline Abstracts: Provides non-textual information within the search results such as videos, images and user reviews to provide instant gratification to users.
URL: <http://search.yahoo.com/search?p=hillary+video>

Yahoo! Inc, Applied Research, Web Search, Santa Clara

Interaction Prototype Developer (Jan 2005 – Jan 2007)

Developed search user interfaces to drive next generation of Web Search. Played a significant role in facilitating innovation right from ideation, prototyping to product launch.
List of significant projects –

1. LiveSearch: Provides real time query suggestions, as well as search results for the most probable query as the user types.
URL: <http://www.alotuspond.com/livesearch.php>
2. Inside Scoop: Search prototype using concept extraction technology to provide result page concepts within the search results.
URL: <http://www.alotuspond.com/inside.php>
3. Elroy: Alternate search experience that reduces the gap between browsing and searching with features like a history viewer and fisheye lens for navigation.
URL: <http://www.alotuspond.com/elroy.php>

Ticketmaster, Research and Development Group, Phoenix

User Interface Programmer (March 2002 – Dec 2005)

Front-end engineering on core ticketing product. Development work in PHP, C++, C#, ASP.Net, Visual Basic and Oracle.

Technology Based Learning and Research, Tempe

Graduate Assistant & Flash Programmer (Jul 2000 - Jan 2002)

Web programming and flash animation development for educational websites.

PATENT APPLICATIONS FILED

Nine patents applications in UI innovations, most of them specifically in enabling users to interact effortlessly with information online –

1. *Diversifying Search Results* (2006)
2. *Topic-Focused Search Result Summaries* (2006)
3. *Expanding Search Query Input Box To Support LiveSearch Interaction* (2006)
4. *Wait Timer For Partially Formed Query* (2006)
5. *Long Suggestion UI: Displaying Items Using Reduced Presentation* (2006)
6. *Assistance Layer* (2007)
7. *System & method of inclusion of interactive elements on a search results page* (2007)
8. *System and method for inclusion of history in a search results page* (2007)
9. *System and method for editing history in a search results page* (2007)

PUBLICATIONS

1. *Encouraging Exploration with Elroy: A New User Experience for Web Search*

Exploratory Search Workshop, CHI 2007

An alternate user experience based on design attributes not found in conventional web search engines. Elroy breaks down barriers between searching and browsing behavior.

2. *A Web-based Wayfinding Tool for Phoenix Sky Harbor Airport*

Master of Science Thesis, Arizona State University, 2001

A mapping and pedestrian route-finding application using Kevin Lynch's concepts of urban way-finding and Dijkstra's shortest path algorithm.

AWARDS

1. *Best Overall Hack*, Yahoo Hack Day (2006)

Web and mobile application to view tailored search result abstracts based on focused user-selected topics; especially useful in a mobile environment.

URL: <http://www.alotuspond.com/inside.php>

2. *His Steve-ness Award*, Yahoo Hack Day (2006)

Hack to port Yahoo Trip Planner itinerary to an Apple Ipod device.

URL: <http://www.alotuspond.com/iTrek.php>

TECHNICAL SKILLS

Web Programming JavaScript, YUI, Prototype, JQuery, Apache, CSS, HTML, XML, JSON, ActionScript

Languages PHP, Python, Java, C++

RDBMS MySQL, Oracle

Graphics Applications Adobe Flash, Adobe PhotoShop, Adobe Premiere

EDUCATIONAL BACKGROUND

Master of Science in Design Knowledge and Computation

Arizona State University (2002), GPA: 4.0

Bachelor of Architecture

School of Planning and Architecture, New Delhi (1998), First Class with Distinction

Academic Highlights

Faculty Book Award (Class of 2002), Regents Academic Scholarship, (Fall 2000 & Spring 2001), Deans List (Spring 2000)

OTHER ACTIVITIES

200 Hr Certified Yoga Instructor