

# K. Vasu Aiyer

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## Profile

I have 11 years of experience in diversified fields of taking charge of majorly Cloud Computing platform and responsible for many projects based on Apex, Python, Javascript frameworks, and much more. However, I recognised my major accomplishment and knowledge when I grasp a good knowledge of Artificial Intelligence (AI) and Machine Learning in my PGP course. I have been able to showcase my knowledge in Salesforce Einstein AI, where I have been working on demos with Einstein Intent AI and Vision AI. I am an avid researcher as well as learner of things and capable of working on Machine Learning which induces my current experience in knowledge about the business, developed my skills related to Statistics and Engineering. With the set of skills I have and the qualities of continuously improving myself, I am looking forward to dive deeper into AI & Machine Learning and be fruitful in implementing these skills to work with a leading organisation to grow personally and professionally.

## Work experience

Senior Member of Technical Staff December 2015 - Present

Salesforce

- Effectively responsible for designing and developing solutions in Salesforce
- Build the model for customer feed inputs centred around Vision AI, Marketing Analytics and much more.
- Undertaken a small project based on Einstein AI.

Senior Salesforce Engineer June 2016 - December 2017

Shaw Academy

- Lead the team by providing designing and developing lightning based solutions in Salesforce.
- Used Prediction model to predict the likelihood of customer purchasing.

Associate Technical Architect July 2015 - June 2016

Tavant Technologies

- Gone through product design and development on the platform of Salesforce.com.
- Built tools on Data Visualisation and Data Analytics.

Senior - System Support Engineer July 2010 - June 2016

Akamai Technologies

- Majorly responsible for Salesforce.com applications development.
- Accountable for the project 'Lead to Cash' and its implementation and support.
- Salesforce, Siebel and API integration.

Assistant System Engineer June 2008 - July 2010

Tata Consultancy Services

- Provided and handled system administration and support.
- Gained expertise in Salesforce and Siebel CRM and infrastructure setup within the organisation.

## Education

- **Post Graduate Program in Artificial Intelligence and Machine Learning**, Great Lakes & Stuart School of Business - Illinois Institute Of Technology (Aug 2018 - July 2019)
- **Post Graduate Diploma in Business Management**, Narsee Monjee Institute of Management Studies (April 2014)
- **Bachelor of Technology (CSE)**, Kalinga Institute Of Industrial Technology (May 2008)
- **Board of Intermediate Education**, Vikas Vidyalayam, Vishakhapatnam (March 2004)

## Highlights (AI and Machine Learning)

- **Dog Breed identification**  
Tools - Computer Vision, Keras, CNN.
  - Determines the breed of dog in an image
- **Numbers Street View House**  
Tools - Neural Networks, Deep Learning, Keras, Image Recognition
  - Implementing an image classification neural networks to classify SVHN.
- **Weed and Plant Seedlings**  
Tools - Convolution Neural Network, Keras, Computer Vision
  - Identification of weed type from giving plant/crop seedlings.
- **Bank Customer Churn Modelling**  
Tools - Neural Networks, Keras, Tensorflow, Classification
  - determine whether certain bank customers will continue using their service or not by analysing customer relationship.
- **Product Recommendation Systems**  
Tools - Collaborative Filtering, Recommender Systems, Python
  - Building recommendation systems for Amazon products.

## Projects Undertaken

Salesforce Integration & Reliability January 2018 - Present  
Tools - Platform Events, Change Data Capture, Mulesoft, Apex

Developed and delivered a custom integration platform which is reliable to use.

Shaw Academy Salesforce June 2016 - December 2017  
Tools - Lightning Process Builder, Lightning Visual Flows, Python, R, SOAP/REST API integration, Lightning Components and Design System

- Lead the teams from development to support in collaboration with other teams to collect requirements and solving critical problems.
- Responsible for designing and developing the salesforce based solutions.
- Used lightning tools like process builder and visual flow to develop lightning components providing an enhanced and enriched UI interface.
- Worked on Integration between Salesforce and Marketo.

Tavant Warranty On Demand July 2015 - June 2016  
Tools - Lightning Process Builder, Lightning Visual Flows, SOAP/REST API integration, Lightning Components and Design System Tavant Warranty On Demand

- Handled the entire Claim Management - Part, Machine and Field Modification (Claim Payment Module, Inventory Management, Part Return Configuration, Supplier Recovery)
- Worked with senior team members to analyze every product as well as its competitor to integrate new product, and optimize existing products.
- Build the role hierarchy by adding the roles as per the organization structure and creating custom profiles.
- Created Workflow Rules, Page Layouts, Approval Processes, Tasks, Email Alerts, Field Updates as well as Outbound Messages to manage the Workflow and Approvals.

Lead To Cash July 2010 - July 2015  
Tools - Windows Powershell ver 3.0, SOAP API integration, Cast Iron, Remedy Force, Docusign

- Administrated and monitored the company's Salesforce CRM application.
- Involved in gathering customer requirements from business user teams spread over the Sales, Marketing and Customer service. Responsible for creating gap analysis document, which clearly identifies the data, business process and work flows within the organization as based on salesforce.com implementation.
- Performed Data Analysis and migrated data from SQL Server database to sales force.
- Worked with senior team members to analyze every product and its competitor and the task of integrating new products as well as optimizing the existing products.
- Build the role hierarchy as per the organization structure and created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow and Approvals.

Novo Nordisk SELAS IO September 2008 - June 2010  
Tools - Salesforce CRM, Siebel CRM 8.1.1, OBIEE 10.1.3.4.1, Oracle Database Enterprise Edition 10.2.0.4.0, Oracle Enterprise Manager 10g Release 5 Grid Control, Oracle HTTP Server with Apache 2.0 10.1.3.1.0,

## Workshops/Seminars

Machine Learning Developer Summit, Bangalore (2019)

## Tools/Technology

### AI Tools

- Computer Vision, Neural Networks, Deep Learning, Keras

### Languages/ Scripting Languages

- Python, Windows Powershell, Julian, PHP, HTML, Javascript, Java, SQL

### Databases

- Oracle 10g,11g, Mongo DB

### Version Control

- Perforce, CVS, Git

### Data Modeling

- UML, MS Visio

### Data Visualization

- Qlik-View, Leaflet, D3 JS, Google Charts

### Siebel

- Infrastructure setup and maintenance of various sizes

### Salesforce.com

- Lightning, Workflow & Approvals, Reports, Dashboards, Analytics Snapshots, Custom Objects, Apex, Triggers, Visual-force, Heroku Connect, Lightning Connect

### Other Platform

- Marketo, NVM Contact World, Docusign, Amazon S3, IBM Bluemix

## Final Year Project

### PGP AIML PROJECT

**Project** - Generation of necklace image when a customer picks a specific design pattern

**Tools** - GAN (Generative Adversarial Network), Python, Numpy, Keras, Google Colab

**Status** - Ongoing (To Be Completed by July 2019)

## Microsoft Visual SourceSafe 8.0.50727.42

- Responsible for carrying out Linux Administration tasks, Product Administration tasks as well as deployment and manual tasks as per release notes.
- Addressed the issues such as Troubleshooting Migration Issues, Ad-hoc Application issues by coordinating with different teams.
- Responsible for monitoring the infrastructure using OEM as well as configuring and scheduling alerts for application failure on OEM.
- Responsible for setup and maintenance of Developers.
- Provided Full Compiled SRF and participated as well as initiated in bridge calls to discuss the critical issues and deployments.

## Certifications

Deep Learning by deeplearning.ai	Ongoing
IBM Bluemix - A developer's guide to the Internet of Things (IoT) (97B68UDT7N33)	Jun 19, 2016
Lean Six Sigma Green Belt Certification	Aug 31, 2014
Salesforce.com Certified Administrator (1907147)	Jun 15, 2014
Salesforce.com Certified Force.com Developer (1872451)	May 11, 2014
Promantia PMP Training	2014

## Hobbies

- Learning – BBC, Medium, NDTV, Youtube, Coursera, Udemy, LinkedIn
- Automating routine tasks that improves productivity – Python, Powershell
- Prototyping on Raspberry PI – Home Automation, Surveillance Systems, Watering Plants
- Listening Music – Carnatic, Telugu, Hindi, English
- Volunteer Work- Teaching Internet of Things using Raspberry Pi to Under-Privileged school children, Swach Bharat Activities like Lake Cleaning.
- Spiritual – Follower of Ramakrishna Math, Art of Living Foundation, Brahma Kumaris
- Sports – Walking, Exercise
- Travelling – Nature Lover

## EXECUTIVE MBA PROJECT

**Project** - Investment Analysis of Real Estate Market towards Selling/Buying Multi-Storey Apartment in Bengaluru through website – A Grade

**Tools** - Hedonic Regression Analysis and Pricing Models, R Analytics

**Status** - Completed (March 2014)

## Skills

### Leadership and Management



Responsible for leading and managing the team through strategic tasks leading to goal completion.

### Project and Risk Assessment



Managed the process of evaluating risk in a particular project plan as well as finding the desired resolution.

### Analytical skills and Decision Making



Identifying and providing resolution for problems as well as responsible for making informed decisions.

### Goal Completion on Time



Completing the desired work in the stipulated time frame.

### Communication



Effective in interaction at all levels of internal and external stakeholders.