Vineet Talwar

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SUMMARY

Experienced of 12+ years of strong track record in web development, project management, product owner, solution architect, and digital strategy. Background in EdTech, MarTech, Climate Tech, E-Commerce, Servcice Business, E-mobility. Expert in WordPress, Marketing Websites, Web Development, Cloud Technologies, and Open Source Solutions. Enthusiastic about AI, UX, Fast Websites, WordPress, and public speaking.

PROFESSIONAL EXPERIENCE

Carbon13 - Climate Tech Incubator, Berlin, Remote : Technical Co-Founder   Oct 2024-Apr 2025
  • Joined Carbon13 Climate Tech Incubator with a mission to remove 10 million tons of CO2 in 10 years.
  • Reached Phase 2 of the Carbon13 program, built the initial product prototype in the e-mobility space, a smart charging platform to help logistics fleets save 50% on energy bills.

Various Clients- Freelance, Wiesbaden, Remote : Fractional CTO / Web Developer / WordPress tech consultant
Jan 2024-Present
  • Working with various brands providing strategic technical leadership, overseeing product development, and driving innovation for businesses on a flexible, part-time basis.
  • Clients include Leverage Edu, Brilyant, Mediafix, Vegconomist, Home Music Teachers Franchise, Agrivijay

StudySmarter GmbH, München, Remote : Website Tech Lead / Lead Developer   July 2022 – Dec 2023
  • Managed a multinational cross-functional team of 5 web developers, providing mentorship to enhance team capabilities and improve project outcomes through targeted coaching.
  • Led strategic architectural decisions to ensure website stability
  • Launched job platform in Germany and B2B site across 5 European markets
  • Managed high-traffic B2C site with 10M monthly visitors
  • Implemented block-based design system to boost dev efficiency
  • Optimized web architecture for future growth
  • Developed custom APIs that streamlined data interchange between services, elevating operational efficiency
  • Refined database management, achieving faster query responses and increased data accuracy
  • Cut load times by 30% through streamlined code optimizations
  • Elevated team skillset by introducing state-of-the-art development tools
  • Improved code deployment practices, reducing downtime
  • Enhanced site resilience by leading critical architectural upgrades

Searchmetrics Gmbh, Berlin, Remote: Product Owner, Website and Infrastructure   Apr 2020 – Jun 2022
  • **Infrastructure Optimization:** Led infrastructure improvements for the marketing website across 4 markets (Germany, USA, UK, France), ensuring high availability and scalability using **AWS CloudFormation**, **Elastic Beanstalk**, and **Docker**. We achieved a 40% improvement in page load times and a 20% increase in user engagement.
  • **Performance Monitoring:** Integrated **Datadog** for monitoring, allowing real-time tracking of performance metrics, resulting in a 30% reduction in downtime during high-traffic periods. Ensured core web vitals compliance and fast response times across all markets.
  • **Content Delivery:** Utilized **CloudFront** for optimizing content delivery, significantly reducing load times, and improving overall user experience across global regions.
  • **Security Management:** Managed **Adobe Keystore** to securely store and handle sensitive data, ensuring compliance with best security practices for encrypted communication and access control.

- **Technical Support:** Provided continuous infrastructure support for the marketing team and content creators, maintaining a 99.9% uptime and ensuring smooth operation of content management and marketing campaigns.

thinkmoto GmbH, Berlin: Full Stack Web Developer   Oct 2019 - March 2020
- **Conversational AI Chatbot:** Developed an AI and machine learning-based chatbot solution for a leading German accounting client using Cognigy, integrated with a WordPress-powered website.
- **DevOps & Infrastructure Management:** Prepared the complete technical stack, including development and deployment workflows, enhancing the company's IT infrastructure for better operational efficiency.
- **Comprehensive Development:** Managed deployment, performance optimization, security measures, and both frontend and backend development tasks, ensuring seamless project execution.
- **Project Coordination:** Coordinated with stakeholders to understand project requirements and deliver effective solutions.
- **Vendor Management:** Collaborated with software vendors to select, integrate, and manage necessary technologies and tools.

FireMud FM, Frankfurt, Remote: Co-Founder and Chief Technology Officer (CTO)   Dec 2011 - March 2020
- **Summary:** Bootstrapped a music-tech startup from inception to over 100k users within 9 years, demonstrating strong entrepreneurial and technical leadership.
- **Technical Leadership:** Co-Founded FireMud FM, leading the company on the technical front and driving innovation in music-tech solutions.
- **Project Management:** Led the migration of the platform from Zend Framework to WordPress for version 4, integrated a music recommendation engine in version 5, and added radio features in version 6.
- **Team Leadership:** Managed a diverse team of 30 people across tech and artist relations departments, fostering a collaborative and productive work environment.
- **Resource & Financial Management:** Designed, planned, developed, and executed three major platform releases, effectively managing resources and financials.
- **Cloud Migration:** Led the migration to Amazon AWS, ensuring high availability, and scalability of the platform.
- **Stakeholder Management:** Developed strategic plans, fulfilled sales requirements, and maintained strong relationships with key stakeholders.
- **Vendor Management:** Collaborated with software vendors for technology integration.
- **Public Presence:** Enhanced brand visibility by hosting radio shows, podcasts, and representing FireMud FM at public forums and conferences.
- **Recognition:** Awarded second place in the IFE-Gründerpreis by Frankfurt University of Applied Sciences for an innovative business concept in 2014.
- **Versatile Roles:** Served as Web Developer, Blogger, Radio Show Host, Artist Relations Manager, and CTO, showcasing versatility and broad expertise.

Some Tech Work, Frankfurt, Remote: Co-Founder and CTO   Dec 2018 - Dec 2019
- **Role:** Co-Founded *Some Tech Work* and led the company's technical operations, guiding the team through the successful execution of multiple enterprise-level projects.
- **Team Leadership:** Managed a team of 5 developers to oversee the planning, development, and execution of web projects for a diverse range of clients, from startups to established enterprises.
- **Key Responsibilities:** Led the consulting, strategy, system architecture, and system design of MVPs, and ensured smooth project implementation across multiple stages.
- **Project Development:** Led the planning, realization, and operation of web projects, ensuring on-time and high-quality delivery for clients in various industries.
- **Tech Initiatives:** Acted as a technology partner for startups, assisting them in setting up their technical stack, and advising on optimal solutions for rapid growth.
- **Consultation:** Provided strategic guidance to businesses on their go-live strategy and technical infrastructure.
- **Development:** Managed the full software development lifecycle, including code reviews, deployments, performance tuning, security audits, and both frontend and backend development.
- **Technologies:** Utilized **Node.js**, **React**, **AWS**, **Docker**, and **CI/CD** pipelines (using **GitLab**, **Jenkins**), ensuring scalability and performance of client systems.

- **Security:** Implemented security best practices, including **OAuth2**, **JWT**, and **HTTPS**, to ensure secure and compliant systems.

dkd Internet Services GmbH, Frankfurt: Full Stack Web Developer   Oct 2015 - Nov 2018
- **Summary** Working on conception and development of high impact, high traffic enterprise website projects.
- **Responsibilities** Realization and operation of IT and Web Projects including complex WordPress based Websites and blogs for enterprise clients.
- **Development** Execution of project meetings, planning, analysis, technical conception, Providing support for WordPress projects, Code Review, Deployment, Performance, Security, Frontend, backend development.
- **Key Project** Development of deployment system for WordPress based websites.

Trion Technologies, Gurgaon, India: Web Developer   July 2012 - Sept 2013
- Developing and managing client websites .
- Internet Marketing and Search Engine Optimization.

EDUCATION

Master of Science, High Integrity Systems   Oct 2013 - Apr 2017
Frankfurt University of Applied Sciences, Frankfurt am Main, Germany   2,04 ECTS
Course: Cloud Computing, DBMS, Software architecture, Software testing, Data Mining, Real time systems

Bachelor of Technology, Bioinformatics   May 2008 - May 2012
Singhania University, Pacheri bari, India   71.9% - First Class
Course: HTML, PHP, DBMS, Networking, Oracle, Bioinformatics, Java, Artifical Neural Network, Perl

MASTER THESIS

Development and Evaluation of an application for different variable selection methods for multiple linear regression analysis using Java and R   Dec 2016- May 2017
Evaluate different variable selection methods in multiple linear regression analysis on different real world datasets and Development of an application for variable selection methods.

CERTIFICATION

Amazon Web Services Certified Cloud Practitioner   April 2021

CONFERENCES

WordCamp Skopje 2023 , *Session* : Website Auditing and Conversion Optimization   Oct 2023
WordCamp Valencia 2022 , *Session* : Website Auditing and Conversion Optimization   Oct 2022
WordCamp Vienna 2022 , *Session* : Website Auditing - Be the Conversion Hero   April 2022
WordCamp Geneva 2022 , *Workshop* : Advanced Web Performance Optimization   Apr 2022
WordCamp Greece 2021 , *Online Session* : Google Core Web Vitals: Improving the Performance and SEO of WordPress Websites for a Better User Experience   Apr 2021

WordCamp Milan 2019 , *Workshop* : Supercharge WordPress Search and Queries Using Elasticsearch   Nov 2019
WordCamp Stuttgart 2019 , *Session* : Speed Rocket Your WordPress Website   Nov 2019
WordCamp Skopje 2019 , *Session* : Progressive Web Apps in WordPress   Oct 2019
WordCamp Bucharest 2018 , *Session* : Progressive Web Apps: The Future of Mobile Apps   Oct 2018
WordCamp Poznan 2018 , *Session* : WordPress Backups, Disaster Management, and Recovery   July 2018
WordCamp Gran Canaria 2018 , : Maintaining Multisite Networks to Run Your Business Effectively   Feb 2018
WordCamp Bucharest 2017 , *Session* : Effectively Utilize AWS Cloud to Boost Performance of a Website   Oct 2017
WordCamp Delhi 2017 , *Session* : WordPress Migration: All You Need to Know   Aug 2017
WordCamp Frankfurt 2016 , *Session* : Supercharge Your WordPress Website with Apache Solr   Sept 2016

TECHNICAL SKILLS

Frontend: HTML, CSS, PHP, JavaScript, SASS

Backend and Database: PHP, MySQL

CMS: WordPress, Yourls

WordPress Development: Theme Development, Plugin Development, Gutenberg , Elementor, Visual Composer, Gravity Forms, WooCommerce, ACF, Gutenberg, Bedrock, Security, Performance, Maintenance, SEO, GDPR Compliance, CCPA Compliance, UX Research, Website Auditing, UX Review

E-Commerce: WooCommerce, Adobe Commerce (Magento)

AI: GPT4, GPT API, Dall-E, Prompt Engineering

Cloud: AWS EC2, Lightsail, S3, CloudFront, Route53, SES, SNS, RDS

DevOps: Apache, Nginx, PHP-FPM, Monitoring, CI/CD, Composer, Elasticsearch, Docker, Redis, Memcached

Marketing and SEO: Google Core Web Vitals, Google optimize, Google Tag manager, Google analytics, Hotjar, One Trust, Keyword Research

Project Management: Asana, Jira, Trello, Redmine, Slack, Confluence, Sharepoint, Miro, Office tools

OTHER SKILLS

Management: Product management, Stakeholder Management, Communication, Organizing Workshops

Solutions Architect: Analyzing Technical Requirements, Writing Product Requirement specification, Budget planning, Resource Management, Project Planning, Communication, Risk Identification, Technology Evaluation, System architecture, and Design, Infrastructure Design, Code Review, Code Quality, Coding Standards, Release management

Language: English (Fluent), Hindi (Native), German (B1/B2)