

# Vineet Talwar

## Projects Overview

2024-2025 **Jump.ac**, Carbon13, Remote, Lead Dev.

- Customer Discovery: Carrying out in E-mobility space. 50+ interviews
- Website: Implementation of Website Jump.ac in WordPress
- **Protoype:** Based on Customer Discovery Results getting Figma click through dummy or protoypes ready together with designer in the team.
- 2024 Bears With Benefits, beautybears GmbH, Remote, Fractional Tech Lead.
  - US Website: Implementation of US website to be launched in market
  - Processes: Define Engineering for the company, introduce Scrum, Team lead
- 2024- **Mediafix Website**, *Mediafix GmbH*, Remote, Part-Time, Freelance.
- Present Web Development: Implement Job management feature for their WordPress Website
  - Implement Ratings crawler for all their websites
  - 2024- Home Music Teachers NL, Home Music Teachers Franchise, Remote, Tech Consultant.
- Present o Implementation and launch home-music-teachers.nl
  - Tech Support to maintain their current Infra.
  - 2024 Velos IOT, Velos Jersey Ltd., UK, Remote, Part-Time, Freelance.
    - **Project Management:** Managed and further developed the velosiot.com website, ensuring that it meets the needs of the client and their users.
    - Technical Support: Provided ongoing technical support to maintain and improve the functionality of the website.
    - Multilingual Project: Oversaw the implementation of multilingual features to cater to a diverse user base.
  - 2024 One Leading Banking Client, Remote, Consultant, Part-Time, Freelance.
    - **Tech Debt Cleanup:** Provided consulting and tech strategy to address and resolve technical debt within their content management system.
    - **Project Launch:** Guided the team in building, managing, and launching an insurance calculator website in different markets, ensuring robust performance and seamless integration.
  - 2024 **Vegconomist**, *Vegconom GmbH*, Remote, Part-Time, Freelance.
- Present Role: Fractional CTO & Development Support: Provided strategic technical leadership and support for the recovery of technology debt and improving infrastructure.
  - Tech Debt Cleanup: Led efforts to clean up technical debt for vegconomist.com, vegconomist.de and vegconomist.es.
  - Infrastructure Improvement: Improved infrastructure for their multi-site network, improving performance and reliability.
  - 2024- Cultivated X, Vegconomist GmbH, Remote, Part-Time, Freelance.
- Present Role: Fractional CTO & Development Support: Provided strategic technical leadership and development support for the launch of cultivated-x.com.
  - **Project Launch:** Assisted Vegconomist in launching their new product, cultivated-x.com, ensuring robust development and seamless deployment.

- Jan 2024 Leverage Edu Website Team, Leverage Ed-Tech Pvt Ltd, Remote, Part-Time, Freelance.
  - Present Role: Fractional CTO & Tech Lead: Provided strategic technical leadership and support for the management of 6 WordPress websites.
    - **Tech Debt Cleanup:** Led efforts to clean up technical debt for multiple sites including leverageedu.com/blog, leverageedu.com/explore, leverageedu.com/discover, leverageedu.com/learn, fly.finance/blog, and fly.homes/blog.
    - o Infrastructure Improvement: Improved the infrastructure of their network, enhancing performance and reliability.
    - Cloud Optimization: Enhanced server infrastructure, ensuring scalability and stability.
    - Consulting & Team Guidance: Consulted and guided the website team, providing tech support and strategic direction.
    - 2024 Chatbot Team, Convo Bot Pvt. Ltd, Remote, Freelance, Part-Time.
      - Role: Fractional CTO: Provided strategic technical leadership and support for the relaunch of the chatbot.team website.
      - Tech Support: Offered comprehensive technical support to ensure the smooth operation of the website.
      - o Training: Trained the team on new technologies and best practices to enhance their skills and efficiency.
      - Strategy & Planning: Developed and implemented strategic plans for website relaunch and feature enhancements.
      - Marketing Pages: Designed and optimized marketing pages to improve user engagement and conversion rates.
    - 2024 Instructor, Bildung Next Level GmbH, Remote, Part-Time, Freelance.
      - **Course Development:** Designed a comprehensive 30-hour course for students aspiring to learn web development and project management.
      - o Lecture Planning: Planned and structured lectures, ensuring a cohesive and engaging learning experience.
      - **Instruction:** Delivered three lectures a day, covering essential topics in web development and project management, tailored to students' needs and learning pace.
- 2023-2024 **Memmert Marketing Team**, *Memmert GmbH* + *Co.KG*, Remote, Freelance, Part time.
  - **Project Requirement Specification:** Prepared comprehensive Project Requirement Specification documentation for the relaunch of memmert.com website across multiple countries.
  - o Portal Development: Included detailed requirements for dealer portal, help portal, and direct customer portal.
  - o Duration: Successfully completed the project within a tight timeframe from Dec 2023 to Jan 2024.
  - Outcome: Delivered a PRS document tailored to Memmert's requirements, including a strategic plan for implementation.
  - 2023 **Studysmarter B2C Rebrand as Vaia in US**, *StudySmarter GmbH*, Remote, Employment.
    - Brand Refresh: Led the comprehensive rebranding of StudySmarter to Vaia for the US market.
    - **Project Leadership:** Managed the project from start to finish, coordinating with various teams including marketing, development, and legal.
    - **SEO Focus:** Ensured SEO optimization and implemented a strategy for seamless redirects.
    - **Content Management:** Oversaw the migration and redirection of over 100,000 pages to ensure continuity and compliance.
    - Website: Successfully launched the rebranded website, vaia.com from studysmarter.us
  - 2022-23 **StudySmarter B2C**, *StudySmarter GmbH*, Remote, Employment.
    - Project Leadership: Managed StudySmarter's B2C websites across multiple international markets including Germany, USA, UK, Spain, France, and Italy.
    - Market Expansion: Successfully expanded and maintained the company's digital presence in diverse markets.
    - **Technical Management:** Oversaw the technical aspects of the websites, ensuring performance and further development.

#### Websites:

- studysmarter.de
- studysmarter.es
- studysmarter.co.uk
- studysmarter.fr
- studysmarter.it
- o studysmarter.us

- 2022-23 **StudySmarter for Business**, *StudySmarter GmbH*, Remote, Employment.
  - **Project Leadership:** Led the build and launch of the "StudySmarter for Business" project in 4 markets: Germany, UK, Spain, and France.
  - Websites:
    - business.studysmarter.de
    - business.studysmarter.es
    - business.studysmarter.co.uk
    - business.studysmarter.fr
  - **Technical Architecture:** Implemented a block-based architecture using ACF, Gutenberg, and WordPress to enhance development efficiency and flexibility.

#### 2022-23 **StudySmarter Jobboard - Talents Portal**, *StudySmarter GmbH*, Remote, Employment.

- Project Leadership: Led the development and management of the Jobboard for students and employers.
- **Team Management:** Managed a multinational website team of 5 developers, ensuring seamless project execution.
- Technical Architecture: Implemented and optimized the technical architecture to support high-traffic demands.
- Website: Successfully launched the job portal at talents.studysmarter.de.

#### 2022-23 **GDPR Compliance for DE and FR Markets**, *StudySmarter GmbH*, Remote, Employment.

- **Project Leadership:** Led the project to ensure GDPR compliance for StudySmarter's websites in the German and French markets.
- o Data Protection: Implemented comprehensive data protection measures to comply with GDPR regulations.
- **Technical Implementation:** Conducted thorough audits and updates to ensure all systems and processes adhered to GDPR requirements.
- Cookie Compliance: Implemented compliance using OneTrust to manage user consent and ensure compliance with data protection laws.
- **Geo-Targeted Compliance:** Developed and enforced geo-targeted compliance strategies to cater to region-specific data protection laws.
- Stakeholder Coordination: Collaborated with legal and compliance teams to ensure full alignment with regulatory standards.

#### 2022 Brilyant Website Relaunch, Brilyant IT Solutions Pvt. Ltd., Remote, Freelance, Part-Time.

- o Project Leadership: Led the project to relaunch the Brilyant website across 3 markets: India, UAE, and USA.
- **Technical Management:** Oversaw the technical aspects of the relaunch, ensuring optimal performance and user experience.
- Market-Specific Adaptations: Implemented market-specific features and content to cater to diverse audiences.
- Websites: Successfully launched the websites:
  - https://brilyant.com
  - https://usa.brilyant.com
  - https://uae.brilyant.com

#### 2022 Ratskeller Restaurant, Ratskeller, Niedernhausen, Remote, Freelance, Part-Time.

- Website Development: Built and launched the website for Ratskeller Restaurant to enhance its online presence and marketing efforts.
- Marketing Focus: Developed pages to showcase dishes, highlight restaurant features, and attract potential customers.
- **Project Execution:** Managed the entire project from conception to deployment, ensuring a seamless launch.
- Website: Successfully launched the website at https://ratskeller-niedernhausen.com.

#### 2020-22 **Searchmetrics Website Relaunch**, Searchmetrics GmbH (now Conductor GmbH), Remote, Employment.

- **Project Leadership:** Led the project to relaunch the Searchmetrics website across 4 markets: USA, UK, Germany, and France.
- Technical Implementation: Utilized a block-based design to enhance site flexibility and maintainability.
- Websites: Successfully launched the websites:
  - searchmetrics.com
  - searchmetrics.com/de
  - searchmetrics.com/fr

- 2020-22 **Blog Management and Maintenance**, Searchmetrics GmbH (now Conductor GmbH), Remote, Employment.
  - **Content Management:** Managed and maintained blogs for the US and German markets, ensuring consistent and high-quality content.
  - Websites: Managed the blogs:
    - https://blog.searchmetrics.com/de/
    - https://blog.searchmetrics.com/us/
- 2020-22 URL Shortener Implementation, Searchmetrics GmbH (now Conductor GmbH), Remote, Employment.
  - **Technical Implementation:** Launched a URL shortener (src.hm) for the marketing team to streamline campaign management and tracking.
  - System Integration: Integrated the URL shortener into various systems to enhance marketing efficiency.
- 2020-22 **Dockerization Project**, Searchmetrics GmbH (now Conductor GmbH), Remote, Employment.
  - **Technical Implementation:** Led the dockerization project to containerize the Searchmetrics website, improving deployment efficiency and scalability.
  - Infrastructure Modernization: Enhanced the website's infrastructure by migrating to Docker containers.
- 2011-2020 FireMud FM Website and Network of Sites, FireMud FM, Remote New Delhi, India, Own Startup.
  - Technical Leadership: Co-founded FireMud FM and led the company on the technical front.
  - Zend to WordPress Migration: Migrated the platform from Zend Framework to WordPress, upgrading from v3 to v4.
  - **Cloud Migration:** Led the migration of the platform to AWS, including cloud stack setup, management, and scaling for music streaming via S3.
  - Website Management: Designed and implemented the front-end and back-end stacks for FireMud FM's network of websites, including FireMud FM, Radio, WPShoutout, and Blog.
  - Website: Successfully launched the website: firemudfm.com
  - 2019-20 **Lexoffice AI Chatbot**, thinkmoto GmbH, Remote, Freelance.
    - Project Collaboration: Collaborated with Cognigy to conceptualize, plan, design, build, and launch the Al
      chatbot for Lexoffice.
    - Integration: Integrated the LUI chatbot into the WordPress-based website lui.lexoffice.de.
    - o Project Link: https://www.cognigy.com/news/lui-chatbot-lexoffice
  - 2019-20 **Infrastructure Setup**, *thinkmoto GmbH*, Remote, Freelance.
    - **Infrastructure Development:** Set up infrastructure including AWS, Git, and workflow optimization to support development and deployment processes.
    - 2019 Website for a Photographer, Some Tech Work, Remote, Freelance, Part-Time.
      - Portfolio Website Development: Developed a portfolio website for a model photographer to showcase her work.
      - Model Profiles: Implemented individual profiles for models to display their portfolios.
      - Website: https://emmedifotografo.com/
      - **Project Scope:** Designed, developed, and maintained the website to ensure a professional and visually appealing presentation of the photographer's work.
    - 2019 Holydog POS System, Some Tech Work, Remote, Freelance, Part-Time.
      - Project Development: Built and launched the POS system for Holydog.
      - Website: Successfully deployed the system at https://holydog.sometech.work/.
    - 2019 Carmen Kosmetik, Some Tech Work, Remote, Freelance, Part-Time.
      - Website Development: Built and launched the website for Carmen Kosmetik, a cosmetic studio.
      - o Booking Engine: Integrated a booking engine to facilitate client appointments and streamline operations.
      - Development Support: Provided ongoing development support and enhancements.
      - Website Maintenance: Ensured continuous website maintenance and updates.
      - Website: Successfully deployed the website at https://carmen-kosmetik.com/.

- 2018-19 Indicium Crest Consulting House, Some Tech Work, New Delhi, India + Remote, Freelance, Part-Time.
  - **Development and Implementation:** Developed and implemented the main website for the Indicium Crest consulting house.
  - o Brand Management: Established the online presence for the consulting house and managed the brand.
  - Website: Successfully launched indiciumcrest.com.
- 2018-19 **Web Development Agency SomeTech.Work**, *Some Tech Work*, New Delhi, India + Remote, Freelance, Part-Time.
  - Agency Development: Created and managed the web development agency SomeTech.Work.
  - Service Offering: Provided web development services to various clients, establishing a strong market presence.
  - Website: Successfully launched sometech.work.
- 2018-19 **Youth Marketing Company YouthVent**, *Some Tech Work*, New Delhi, India + Remote, Freelance, Part-Time.
  - **Company Development:** Developed and implemented the YouthVent platform, focusing on youth marketing strategies.
  - Market Engagement: Engaged with the youth market through innovative marketing techniques and strategies.
  - Website: Successfully launched youthvent.com.
  - 2018- **WP Shoutout Project**, *FireMud FM*, Global, Own Startup.
- Present Radio Show: Hosted WP Shoutout, an online radio show about WordPress, for WordPress, and powered by WordPress.
  - **Podcast Development:** Produced 8 seasons as a radio show and the 9th season in 2022 as an open-source podcast.
  - **Media Partnership:** Served as a media partner for WordCamp conferences, interviewing people associated with WordPress and forming a podcast radio show for 8 different WordCamp Conferences across Asia and Europe.
  - Website: wpshoutout.com
- 2018-2019 **Pivot to Radio Stations Integration (v6)**, *FireMud FM*, Remote New Delhi, India, Own Startup.
  - **Project Leadership:** Led the development and integration of radio stations into the FireMud FM platform for the major release (v6).
  - 2018 James Digital UG, Some Tech Work, Remote, Freelance, Part-Time.
    - Funding Consultation: Consulted the startup to raise their first funding of 120,000 Euros.
    - SaaS Platform Development: Developed a multi-vendor WordPress.com-like enterprise web application for gastronomy clients.
    - MVP Support: Provided startup MVP support and development.
    - Local Focus: Created a platform where hotel visitors can see local websites recommending places and local restaurant-focused websites.
    - Website: Successfully deployed the platform at https://james-digital.com.
- 2017-2020 FireMud for Campus, FireMud FM, Remote New Delhi, India, Own Startup.
  - Campus Radio: Developed and launched FireMud for Campus, a campus radio initiative for FireMud FM.
- 2017-2018 Music Recommendation Engine (v5), FireMud FM, Remote New Delhi, India, Own Startup.
  - **Project Development:** Designed, planned, and executed the full-fledged beta version of the major release (v5) with an integrated music recommendation engine.
  - Market Launch: Successfully rolled out the major release (v5) in the market.
- 2016-2020 FireMud for Events, FireMud FM, Remote New Delhi, India, Own Startup.
  - **Event Coverage Service:** Developed FireMud for Events, a service covering live events including concerts, festivals, and other music-related events.
  - FireMud Battleground: Launched FireMud Battleground, a rap battle project with event live streaming and dedicated website.
  - Website: Successfully launched the website for FireMud Battleground.

- 2015-2018 Relaunch of blog.vgf-ffm.de Verkehrsgesellschaft (VGF) Frankfurt am Main mbH, dkd Internet Services GmbH, Employment, Frankfurt, Germany.
  - o Project Leadership: Led the conception, planning, analysis, and realization of the enterprise blog.
  - Full-Stack Development: Conducted full-stack development and operation of the blog, ensuring seamless updates and maintenance.
  - o Continuous Support: Provided ongoing maintenance, updates, and continuous support for the blog.
- 2015-2018 Development Team Member for vgf-ffm.de Verkehrsgesellschaft (VGF) Frankfurt am Main mbH, dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - Frontend and Backend Development: Developed several frontend and backend modules for the company's main site, built with TYPO3.
  - **Team Collaboration:** Worked as part of the development team, contributing to the relaunch and continuous support of the website.
  - **Development Pipeline Management:** Assisted in managing the development pipeline, ensuring efficient workflow and project completion.
- 2015-2018 Implementation of vgf.fm URL Shortener Verkehrsgesellschaft (VGF) Frankfurt am Main mbH, dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - URL Shortener Setup: Set up and implemented the vgf.fm URL shortener.
  - Integration: Integrated the URL shortener with both TYPO3 and WordPress instances.
  - Marketing Integration: Ensured the URL shortener was effectively integrated into marketing aspects.
- 2015-2018 **Further Development and Continuous Management of blog.be-lufthansa.com Be Lufthansa**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - Project Leadership: Led the further development of the enterprise blog, blog.be-lufthansa.com.
  - o Continuous Management: Provided continuous management, maintenance, and support for the blog.
- 2015-2018 **Development Team Member for be-lufthansa.com Be Lufthansa**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - Module Development: Developed various modules for the main website, be-lufthansa.com.
  - **Team Collaboration:** Worked as part of the development team, contributing to the website's continuous support and updates.
- 2015-2018 Hessen Park Website Development, dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - WordPress Development: Implemented various modules for the Hessen Park website, https://hessenpark.de.
  - Website Management: Provided continuous management, maintenance, and support for the website.
- 2015-2018 **DFL Stiftung Website Development and Maintenance**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - **Module Implementation:** Implemented various modules for the DFL Stiftung website, https://www.dfl-stiftung.de/.
  - Maintenance and Support: Provided continuous maintenance and support for the website.
- 2015-2018 **German Football League Foundation (taetigkeitsbericht.dfl-stiftung.de)**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - Full-Stack Development: Managed frontend, backend, and server-side development for the German Football League Foundation website, https://taetigkeitsbericht.dfl-stiftung.de/.
- 2015-2018 Klickegemeinsames Campaign (clubheim.dfl-stiftung.de), dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - **Comprehensive Development:** Managed frontend, backend, server-side development, and performance optimization for the Klickegemeinsames campaign, now https://clubheim.dfl-stiftung.de/.
  - Campaign Implementation: Successfully implemented and integrated campaign-specific features and functionalities.

- 2015-2018 Website Development for dkd.de, dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - CloudFront Integration: Integrated CloudFront for enhanced performance and reliability.
  - o Module Implementation: Developed and implemented various modules for the dkd.de website.
  - Maintenance: Provided bug fixes and continuous maintenance for the website.
  - Website: https://www.dkd.de/
- 2015-2018 **URL Shortener Implementation (dkd.re)**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - **Setup and Implementation:** Set up and implemented the dkd.re URL shortener.
  - Integration: Integrated the URL shortener with various internal instances, enhancing URL management.
- 2015-2018 **Worldwide Launch of Think Your Water Campaign BRITA GmbH**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - **Global Launch:** Part of the team responsible for preparing the worldwide launch of the Think Your Water campaign in 8-10 countries.
  - **Content Optimization:** Managed content optimization and handling to ensure high-quality and effective campaign materials.
  - **Technical Support:** Provided bug fixes, go-live support, and continuous maintenance and support for the campaign.
  - Project Reference: More about the project can be found at https://www.dkd.de/de/referenzen/brita-gmbh/
- 2015-2018 Afrikarma GmbH, dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - Module Implementation: Developed and implemented various frontend and backend modules for Afrikarma GmbH.
  - **Team Collaboration:** Worked collaboratively in a team to ensure seamless integration and functionality of modules.
  - **Maintenance and Support:** Provided ongoing maintenance and support to ensure the website's optimal performance.
- 2015-2018 Serien Raumleuchten GmbH, dkd Internet Services GmbH, Frankfurt, Germany, Employment.
  - Hybrid Site Development: Worked on the WordPress and TYPO3 hybrid site, https://www.serien.com.
  - **Independent WordPress Management:** Handled the WordPress component of the site independently, ensuring seamless integration and functionality.
  - Dedicated WordPress Site: Managed and maintained the dedicated WordPress site, https://company.serien.com.
  - **Project Reference:** More about the project can be found at https://www.dkd.de/de/referenzen/serien-raumleuchten/.
- 2015-2018 **Dr. Kollmannsperger und Kollegen KFO Frankfurt**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - Maintenance and Support: Provided ongoing maintenance and support for the website, https://www.kfo-frankfurt.de.
- 2015-2018 **F.B. Frankfurter Barbetriebe GmbH & CoKG Textor Restaurant**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - WordPress Development: Developed and implemented the website for Textor Restaurant using WordPress.
  - **Hosting and Maintenance:** Provided hosting, maintenance and continuous support to ensure optimal website performance.
  - Website: https://textor-ffm.de

- 2015-2018 **Development of a WordPress Deployment System**, *dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
  - **Deployment System Development:** Built a deployment system to automate the deployment of codebases to servers using Jenkins.
  - **Technologies Used:** Utilized Composer, CI/CD using Jenkins, dkdeploy, Vagrant, SASS, and Theme and Plugin Boilerplate to streamline the development process.
  - **Project Scope:** Implemented the deployment system for various client sites and enterprise projects, enhancing development efficiency and consistency.
  - 2017 **House of Resources Rhein-Main**, *Studio Nina Schaarschmidt, dkd Internet Services GmbH*, Frankfurt, Germany, Employment.
    - Website Development: Developed and managed the website for House of Resources Rhein-Main using WordPress.
    - Site Management: Ensured the website was functional, accessible, and maintained regularly.
    - Website: http://hores-rhein-main.de
  - 2013 eCommerce Store for Lieferantos, Lieferantos Fruit Store, Gurugram, India, Freelance.
    - **eCommerce Development:** Developed a comprehensive e-commerce store for Lieferantos, a fruit store, to facilitate online sales.
    - **Technology Stack:** Utilized technologies suitable for creating a robust and user-friendly e-commerce platform.
    - **Site Management:** Managed the setup, design, and maintenance of the online store to ensure seamless user experience and operational efficiency.
- 2012-2020 **Sneakbeat Music Blog**, *FireMud FM*, Remote New Delhi, India, Own Startup.
  - **Blog Launch:** Created and launched Sneakbeat, a music blog focused on news, reviews, and interviews with artists.
  - Content Management: Managed and maintained the blog, ensuring high-quality content and regular updates.
  - 2011 FireMud Radio Launch, FireMud FM, Remote New Delhi, India, Own Startup.
    - Project Launch: Launched FireMud Radio, an online radio station with live streaming and shows hosted by radio jockeys.

### Academic Projects

Title: Trust Evaluation Metrics in Ad-Hoc and Cloud Networks (Grade: 1.0)

Description: • The main idea of this group academic research project is to create a trust evaluation metrics for ad-hoc networks and cloud applications, calculating trust between normal nodes, identifying and eliminating malicious nodes.

Title: Smart Sensor Networks: Real-Time Distributed Weather System (Grade: 1.0)

Technologies: Java, JSON, PHP, MySQL, ownCloud, Atmega 1281v Microcontroller

Description: • The main idea of this group project is to capture sensor data from ZigBee devices, store securely in database, perform application operations on this data, visualize data, captured real-time weather data and compared with sensor data to ensure data accuracy and backup to connected servers and public/private clouds in order to achieve maximum data availability.

Location: Wiesbaden, Germany