

Simhachalam Naidu Peddinti

Sr. Tech Lead

Experienced Senior Technical Lead with a demonstrated history of working on the computer software industry. Delivered many challenging projects with consistent efforts and passion towards the technology. Working on one of the best Note-taking apps in the world, and having excellent skills in UI/UX simplification.



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📍 Hyderabad, India

📅 24 May, 1988

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SKILLS

iOS13 Multi-Window

SwiftUI Basics

Firebase Backend APIs

Firebase Analytics

Protocol Oriented Programming

Swift Extensions

Payment SDK Integration

PDFKit

Storyboards

Handwriting Recognition SDK

UI/UX

Third Party SDK Integration

Monitoring Beacons

Apple Watch Application Development

Drag & Drop Functionality

WORK EXPERIENCE (9 YEARS)

Sr. Tech Lead

FluidTouch Pvt Ltd (June 2017 - Till date)

06/2017 – Present

Hyderabad

Fluid Touch is dedicated to creating revolutionary note taking and diary apps for the iPhone and iPad. Officially founded in 2009.

Achievements/Recognitions:

- APPLICATION GOT FEATURED IN THE APP STORE (Noteshelf). [🔗](#)
- EDITOR'S CHOICE IN THE APP STORE (Whink). [🔗](#)
- Noteshelf : 75K - Weekly Active Users . 200K - Monthly Active Users.

Sr. iOS Developer / Tech Lead

Voolsy Networks Pvt. Ltd. (3.6 Years)

12/2013 – 05/2017

Ahmedabad

Voolsy is India's 1st in-restaurant food ordering app using iBeacon Technology designed for Restaurants, Food Courts, Bars, Pubs as well as Cinemas.

Achievements/Recognitions:

- THE BEST FOOD TECH AWARD - 2018. [🔗](#)
- RESTAURANT TECHNOLOGY AWARD - 2017. [🔗](#)
- The first iBeacon based application in India in restaurant industry.

Sr. iOS Developer

iCreators Technologies Pvt. Ltd. (6 Months)

06/2013 – 11/2013

Ahmedabad

Company was Closed

WORK EXPERIENCE (9 YEARS)

iOS Developer

Hidden Brains Infotech Pvt. Ltd. (2.5 Years)

01/2011 – 05/2013

We are a global provider of IT consulting and Enterprise Solutions in India catering to various technology platforms across diverse industry domain.

Ahmedabad

ACHIEVEMENTS

Performance Appreciation Letter (August 2018)
(05/2018 – 07/2018)

Worked on the most advanced technology to recognize the handwritten text into typed text in respective user's language with 65 different languages support. (Search your handwritten text & Convert your selected hand-written text into typed text)

Performance Appreciation Letter (April 2018)
(02/2018 – 04/2018)

Got the Appreciation for consistent efforts in developing a unique style of Audio Recording Apple Watch application with the best output for Notes shelf.

Employee Of The Month (July 2014)
(03/2014 – 06/2014)

Appreciation to the successful delivery of the app by managing & developing the project as an individual without any other's involvement (Including testing) & by communicating with the client.

I-CET Rank (569)

Ranked with 569, among 3,00,000+ applicants in ICET-2011.

TECHNICAL SKILLS

Programming Languages

Objective-C, Swift, Java, C, C++, HTML

iOS

Auto layout, Multi-threading, HTTP Live Streaming audio, Local & Remote Notifications, Monitoring beacons, JSON Parsing, Design patterns, Pods, etc.

Software IDE Tools

XCode, Android Studio

Database

SQLite

Debugging

Memory leaks analysis, Effective bug identification, XCode Instruments tool for memory & time analysis etc.

Version Control

SVN, Sourcetree

SOFT SKILLS

Leadership

Public speaking

Presentation

Collaboration/Teamwork

Efficient Communication

Good Attitude

Problem Solving

Adaptability

Self-motivation

Decision Making

Time Management

PROJECTS

Noteshelf :

- Worked on most advanced technologies and implemented Handwriting Recognition, Global Search including handwritten text, Drag & Drop, iOS-13 Multi-window support, etc.
- UI/UX Suggestions.
- Coordinating with design, backend, QA, digital marketing teams and making sure of successful delivery.
- App Link: <https://apps.apple.com/app/apple-store/id1271086060> .

PROJECTS

Voolsy :

- Took the responsibility of the app development from the beginning to deploy it to the App Store.
- Requirement Analysis, RnD on iBeacon Technology and implemented beacon ranging and monitoring, Layout integration, unit testing etc.
- Integrated socket.io to handle real time events like confirm order, altering placed order, making payment, etc..
- App Link: <https://itunes.apple.com/in/app/voolsy-food-order-pay/id1045470418?mt=8> .

IDEX (Quality Control System) :

- Took the responsibility of the app development from the beginning to deploy it to the App Store.
- Client communication and understanding the requirements, then implement the features.
- Used FTP based backend system and SQLite is used for local data storage & management.
- App Link: <https://apps.apple.com/us/app/id915291088> .

Karrot (Airtime Rewards: Earn rewards)

- Communicating with all the departments and communicated with client by Skype calls to understand the requirements.
- Implemented entire app's UI design and functionality as per requirements.
- Integrated card.io SDK to implement the card linking feature by scanning the card.
- App Link: <https://apps.apple.com/gb/app/karrot/id975840117> .

LANGUAGES

English ● ● ● ● ●

Hindi ● ● ● ● ○

Telugu ● ● ● ● ●

INTERESTS

 Passion Towards Coding

 Listening To Music

 Watching Films

 Playing With Kids

EDUCATION

M.C.A. (71%)

Pydah College Of Engineering & Technologies

07/2008 – 06/2011

Visakhapatnam, Andhra Pradesh

Courses

- Master of Computer Applications

B.Sc. (72%)

Sri Venkateswara Degree College

06/2005 – 06/2008

Parvathipuram, Vizianagaram

Courses

- Bachelor of science

Board Of Intermediate (88%)

Vasavi Jr. College

06/2003 – 03/2005

Parvathipuram, Vizianagaram

Courses

- Maths, Physics, Chemistry (M.P.C.)