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Top Skills

Software Project Management

Software Development

Entrepreneurship

Languages

English (Full Professional)

Hindi (Professional Working)

Tamil (Limited Working)

Rohan Baisantry

Founder @ SuperLaw | Product & Engineering

Chennai, Tamil Nadu, India

Summary

I am the founder of SuperLaw, a company dedicated to revolutionising the legal industry through innovative solutions. Reach out to explore how we can empower your law firm!

I'm passionate about driving technological advancement and product excellence, leveraging my expertise to improve lives with cutting-edge solutions. With a strong foundation in full-stack development, system architecture, and data analytics, I specialise in crafting seamless software and transforming data into actionable insights. My collaborative approach and project management skills ensure success in diverse team environments. I possess strategic business acumen and a keen product sense, guiding initiatives from concept to launch and optimising marketing strategies for maximum impact.

Experience

SuperLaw
Founder
April 2024 - Present (1 month)

Stealth Mode Startup
Product and Engineering Consultant
October 2023 - February 2024 (5 months)
United States

- Worked collaboratively in a dynamic 3-member engineering team to create a comprehensive full-stack application designed specifically for enterprise clients.
- Developed an advanced and interactive multilingual WhatsApp chatbot.
- Spearheaded our user analytics initiative, constructing multiple insightful dashboards to meticulously gauge the KPIs of diverse user segments across the platform

- Thoroughly documented all aspects of my work, including detailed documents and instructional videos, ensuring a seamless transition out of the role. This documentation empowered the rest of the team to continue forward without any disruptions or hiccups.

Clipboard Health
2 years 2 months

Senior Software Engineer | CBH Core
February 2022 - September 2023 (1 year 8 months)
United States

- Broke off a documents management module from our monolith into its own microservice to improve release cycle times and enable cost-effective scaling.
- Took ownership of the documents microservice and worked closely with the product and support teams to ideate and build features.
- Built a document verification service, reducing support efforts and user onboarding time by ~2.5 days.
- Improved performance and cut AWS costs for the docs microservice by $3k/month.
- Worked on and helped architect the micro-service for the worker domain, one of three domains that the org was split into.
- Managed the org-wide upgrade of ~40 services to Node 18, ensuring smooth transitions.
- Advocated for direct engineer-customer interactions to enhance customer-centricity and led the org-wide initiative for the same.
- Wrote comprehensive documentation (TDDs, ARRs, SMART plans) at different checkpoints in the project's life cycle for stakeholder insights for projects led by me.
- Integral part of engineering's first responders, facilitating swift incident resolution upon receiving alerts.
- Reviewed TDDs, product briefs, SMART Plans, and post-mortems written by the team and provided feedback.
- Led sprint management and acted as the Scrum Master, ensuring alignment with sprint goals and project timelines for the team.
- Assumed extra leadership duties, monitoring team performance metrics and cycle times, and crafting weekly reports for the leadership team. Led efforts to slash team cycle time from ~4 days to ~1 day.
- Ensured PR quality as the gatekeeper, meticulously reviewing and offering feedback on all team-raised PRs.
- Mentored other engineers by creating SMART plans for their goals and providing weekly feedback.

- Proposed a document and vital metrics for Weekly Business Review meetings of the worker group, enhancing team strategy.
- Instrumental in hiring and team growth, actively involved in hiring across various engineer roles, scaling the team from 50 to ~100 members

Senior Software Engineer | New Business
August 2021 - January 2022 (6 months)
United States

- Collaborated closely with the CEO and Head of Engineering, spearheading diverse experiments to drive new business.
- Single-handedly developed an MVP for the project, conducting tests with prospective customers and incorporating feedback through iterative enhancements.
- Engaged directly with potential customers to understand their pain points and requirements, both before and after MVP development.
- Established and managed Facebook and Instagram pages for our MVP, effectively driving traffic to our platform.
- Developed scrapers to analyze competitor data, enhancing our platform and delivering added value to our customers.
- Generated comprehensive reports and documents tailored for key stakeholders, providing insights into the experiment's impact on our business and understanding potential further investments.

This experiment was paused and then handed off to a team later on as immediate priorities for the organization switched to enabling scale for our core business and I joined one of their feature teams.

- Additionally assumed hiring responsibilities, conducting interviews for engineers across diverse groups (EM, Staff, Senior, and Junior), contributing to expanding our engineering team from 20 to approximately 50 members.

AdEase
Product and Engineering Consultant
May 2021 - April 2023 (2 years)
India

- Pioneered the creation of a comprehensive Marketing platform from the ground up, empowering businesses to craft Image Ads with Text, seamlessly distribute them across Facebook and Google Ad Platforms, analyze campaign performance, and iterate for enhanced conversion rates.

- Orchestrated the design and implementation of a MongoDB database schema to underpin the product's infrastructure.
- Engineered 2 proprietary algorithms: 1) An algorithm to meticulously analyze marketing campaign outcomes, providing valuable insights into deployed Ads across various platforms; 2) An algorithm to imbue Images and Text with cognitive resonance, facilitating deeper engagement between ad copies and recipients. This cognitive charging technique enhances click-related reactions, ensuring optimal returns on ad spend.
- Designed and developed a user-friendly multilingual WhatsApp chatbot for small businesses, allowing them to easily create Image Ads and social media posts by simply providing a picture of their product.
- Fostered direct communication with prospective clientele to refine product quality pre and post-launch, ensuring alignment with market demands.
- Assumed the additional role of team expansion, strategically recruiting and onboarding three new engineers specialized in front-end, back-end, and full-stack engineering domains.
- Provided adept management and mentorship to a team of three junior software engineers, fostering skill development and project cohesion.
- Front-end Technologies: Leveraged Typescript, React, Material-UI, and Redux, coupled with streamlined deployment on AWS S3 and AWS Cloudfront facilitated through GitHub Actions.
- Backend Technologies: Leveraged Python, Flask, MongoDB, Redis, MongoEngingine, and Celery, with deployment orchestrated on AWS ECS via GitHub Actions.
- Engaged extensively with third-party APIs for seamless integration with GupShup, Google and Facebook Ad platforms, enhancing the platform's functionality and reach.

Azent Overseas Education
Senior Software Engineer
August 2020 - July 2021 (1 year)
India

- Started with designing the architecture of our systems that we were planning to build in the next year based on our product and organization roadmap.
- Built their marketing website from scratch using NextJS paired with Strapi (a CMS) to allow product managers and sales managers to be able to configure the marketing website easily and stand up multiple landing pages without the need for an engineer to make changes.
- Worked on their auth microservice with RBAC and a multi-level hierarchy (Flask, PostgreSQL, Redis)

- Built our own react component library built on top of material-UI to be shared across our different front-ends.
- Built a JS utility library that was shared amongst all the front-ends.
- Built their student platform and the student profile microservice from scratch (ReactJS, Flask, MongoDB, Redis, Celery)
- Worked on their application management microservice (Flask, Redis, Strapi, MongoDB, PostgreSQL, SQS, ExpessJS, ReactJS, Storybook)
- Worked on their B2B platform (ReactJS, Flask, MongoDB, Docker, SQS)
- Worked closely with AWS ECS, S3, and Cloudfront to build out our deployment pipelines and automated their triggers using BitBucket pipelines.
- Worked closely with 3rd party APIs of service providers used by the company.
- Worked closely with the hiring process for junior and senior engineer roles and helped scale the team from 3 engineers to 8 engineers.
- Maintained their PHP service for some of their old APIs and for the application that runs in their Kiosks at the physical centers.
- Analysed data, built charts, ran experiments and accordingly made changes to improve our conversion funnels.

Easyplan India
Software Engineer | Founding Team | YC 2020 | Acquired by Jupiter
September 2019 - July 2020 (11 months)
Mumbai, Maharashtra, India

- I was their first engineering hire working alongside the CTO.
- Developed and maintained the mobile app using ReactJS within the Cordova environment, enhancing user experience and functionality.
- Led the development of the marketing website and internal operations panel using ReactJS, ensuring seamless navigation and engaging user interfaces.
- Worked on an in-house chatbot in Python, optimizing communication channels and streamlining customer interactions.
- Designed and implemented APIs for the website and mobile app using Python, Flask, PostgreSQL, Redis, Celery, and Docker, ensuring robust and scalable backend infrastructure.
- Engaged with customers to discuss project progress, gather feedback at various stages, and promptly address concerns, fostering strong client relationships and driving product improvements.
- Played an integral role in the successful application and acceptance into Y Combinator's Winter 2020 cohort, showcasing the company's potential and market viability.

- Actively contributed to brainstorming sessions for new product ideas, problem-solving, and devising innovative marketing strategies, aligning with the company's growth objectives.
- Collaborated closely with third-party APIs of service providers, optimizing integrations and enhancing platform capabilities.
- Managed versioning and maintenance of the utils service, ensuring efficient utilization and reliability of essential functionalities.
- Devoted 2 hours per week to customer service activities, gaining valuable insights into customer pain points and contributing to product refinement strategies.

WorkIndia
1 year 1 month

Senior Software Engineer | Growth Team
February 2019 - August 2019 (7 months)
Bengaluru, Karnataka, India

- Co-formulated and built out their re-marketing and refer & earn strategies, which once released ended up being responsible for ~25% of the new jobs (our north star) on the platform at the time.
- Built a link shorten-er microservice using Flask and MySQL which reduced our SMS costs by ~50%.
- worked closely with the support team and product to idéate and build features.
- Worked on their in-house analytics portal for analyzing customer cohorts and in turn better the conversion funnels (back-end: SQS, Golang, Flask, and AWS's Athena, front-end: HTML5, CSS3, JS)
- Moved to Bangalore and helped build up the tech team and worked closely in the hiring process for the junior and senior engineer roles we were hiring for and scaled the team from 4 engineers to 12.

Digital Marketing Strategist
December 2018 - February 2019 (3 months)
Mumbai, Maharashtra, India

- Took additional responsibilities of co-leading our digital marketing strategy.
- Worked on tuning the performance of our Facebook and Google digital marketing strategies.
- Reduced our spending by almost 50% with better customer acquisition costs across these platforms.

- Hired and managed a team of 12 digital marketing executives once we decided to ramp up the strategy and increase our spending while maintaining the same customer acquisition costs.

Moved back to full-time product and engineering once we were able to find a head of digital marketing.

Software Engineer
August 2018 - January 2019 (6 months)
Mumbai, Maharashtra, India

Joined the organisation as their 4th engineer.

- Worked on their Monolith backend which hosted the APIs for their website, mobile app, and internal operations panel (Django, Celery, Redis, MongoDB, MySQL, ElasticSearch, Docker, SQS)
- Worked on their marketing and employer websites (HTML5, CSS3, JS, Django templates)
- Took ownership of their internal operations panel and worked closely with the operations team to improve their efficiency and ability to scale.
- Worked closely with 3rd party APIs of service providers used by the company.
- Worked on different micro-services (Flask, ReactJS, PostgreSQL, MongoDB, SQS, Docker)

Hotify Inc.
Data Science Intern
January 2018 - May 2018 (5 months)
Bangalore, India

Hotify is an "Artificial Intelligence Platform as a Service" company, providing its Cognitive Intelligence Platform, NuGene to enterprise customer, partners, startups and AI Developers.
Hotify is now part of Sonasoft Corporation (SSFT)

My learnings and responsibilities at Hotify:
- Learnt and built many machine learning, deep learning and reinforcement learning algorithms from scratch.
- Built a reinforcement algorithm which can play Atari games and learn on its own by playing against the computer.
- Learnt about basic Hyper Parameter Optimisation and Time Series Analysis.
- Helped Formulate and Implement solutions for our client's problems through Machine learning, artificial intelligence and reinforcement learning.

- Built an email classifier for one of our clients at the time.

Indian Institute of Technology, Madras
Software Development Intern
June 2017 - June 2017 (1 month)
Chennai, Tamil Nadu, India

During my internship at IIT Madras, I undertook a project focused on data analytics for a banking system. My primary contributions revolved around the development of a specialized module dedicated to streamlining and optimizing the process of transferring data from various external sources with differing data schemas into PostgreSQL This project involved the utilization of Golang as we wanted high network throughput and PostgreSQL as the primary database.
In addition to my core responsibilities, I had the privilege of actively contributing to an improvement in an open-source repository that closely aligned with our project's objectives.

Zenstill Analytics
Software Development Intern
December 2016 - December 2016 (1 month)
Chennai, Tamil Nadu, India

Zenstill Analytics was a start-up venture aimed at providing service to Application Development and Support. They built a few products that are deployed and in use at client locations across the UK and India.
During my internship at Zenstill Analytics, I worked on some front-end web development projects using HTML5, CSS3, and JavaScript. I also worked on a mobile app built using the Ionic framework.

Maverick Fitness Studios
Software Development Intern
January 2015 - January 2015 (1 month)
Chennai, Tamil Nadu, India

During my time interning at Maverick Fitness Studios, I designed a MySQL database and moved from their data from Excel to a hosted database.
I also designed an analysis routine for their product - Fit Kids.

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Education

Vellore Institute of Technology
Bachelor of Technology - BTech, Computer Science · (2014 - 2018)

Bala Vidya Mandir

High School Diploma, CBSE · (2012 - 2014)