ARPAN DESAI

Principal Consultant @ MobileFirst

Mumbai, India

iOS/ Mac Application Development, Mobile Architecture, Product design & development. Well versed with Objective-C & Swift programming. 9 Years of experience working in Mobile development & team building. Worked on automobile, lifestyle, finance, sports, energy domain solutions.

WORK EXPERIENCE

MOBILEFIRST APPLICATIONS

Co-Founder, Principal Consultant | Jul, 2014 – Current

MobileFirst is a leading app growth & full-stack development agency. We build bespoke solutions on iOS, Android & Web Platforms. Our technology stack is Swift, React Native, Objective-C, Java, NodeJS, ReactJS, AngularJS & PHP. I lead strategy, consulting & key accounts. Some of the key accounts are Volkswagen Korea, NFL/NHL Teams, Boeing Company, Fiat Automobile, Taj/ITC Group Restaurants and other promising startups.

- Lifestyle: Arvind (India's Largest Fashion Company), Meesha Graphics (UK), SeenIt India
- Automobile: Volkswagen Korea, Audi Malaysia, CarWale.com, Motogo India, Mahindra First Choice, FIAT USA
- Sports: Global Aptitude (NFL/ NHL & MLB), Stack Sports, Combat Academy (SG), Sports Talent Tracking Solution, Fantasy Sports League Mobile Solution
- GetMyParking (Smart Parking Solutions for Smart Cities in India & Europe)
- Bimpies (SF Based Food Delivery Startup)
- IdeaChakki & Dash Menu (Ratan Tata backed FoodTech)
- Penless (QR Code based Patent Pending Gifting Solution, California USA)
- Prioritii (Nightlife Mobile Commerce, Singapore)
- BioMark (Health Insights from Blood Test & Predictive Health Analysis Startup, Singapore)

PRICE WATERHOUSE COOPERS

Mobility Lead | Feb, 2013 – Jul, 2014

Consultant at Technology Advisory Group. Consulting strategy team on Key mobile development and client offering. Retail, telecommunication, FinTech & new platforms development. Helped on white paper on retail trends with Mobile apps.

- Key contributor to Retail 2.0 PwC global initiative. Received best team player award.
- Reliance Voice - VoIP Product, Development of Mac. Strategy & design of Mobile.

HI-TECH OUTSOURCING

Mobile Lead | Feb, 2011 – Feb, 2013

Built a team of 10 Mobile engineers in iOS, Android & Windows Phone. Worked on client mobile strategy, UX and internal products.

- Worked closely with sales & business teams to onboard new accounts. Increased Unit revenue by 8 folds.

SILVERTOUCH TECHNOLOGIES

iOS Developer | Jul, 2009 – Feb, 2011

Worked on iOS apps and took part in UI/UX. Involved in new product conceptualisation & product categories.

- Developed CWG 2010 & About Delhi app. Featured in App Store Top 10 & other leading articles.

EDUCATION

SARDAR PATEL UNIVERSITY

Engineering - Computer Science | Jun, 2005 – Jun, 2009

IEEE Member for 2 Years, International Computer Science Researcher, Contribution to CAPTCHA trends (over 20 citations on the Publication), Finalist in IIT Bombay Business Plan competition.

PROJECTS

EK - ONE APP, ALL CABS.

Technical Partner | Apr, 2015 – Jun, 2015

One app, All Cabs. iOS Programming and Android Consulting. Cabs discovery and aggregation platform. You are visiting Istanbul and have no clue which on demand Cabs are there. Ek app aggregates all cabs all over from world (USA, UK, Malaysia, Singapore, India, Turkey) and we are adding more countries.

PLAYITNOW - SONG REQUESTS TO DJ SIMPLIFIED.

Technical Partner | Jan, 2015 – Sep, 2015

Request a your favourite song or Shoutout friend's birthday ! Going to DJ in crowded club is big pain. Request a song from your phone. With just a few taps, you can request a song or a shout-out at a nightclub or bar, on the radio or at your favorite live concert. DJs earn handsome tips when they play your song requests !

CROWN PAINTS KENYA

Mobile Solution Architect | Mar, 2015 – Jun, 2015

One of the finest app for finding suitable color. Navigate through more than 1000 colours from the Crown Ambiance Colour Chart. Search for any colour by name or code. Share colour names and codes via SMS, Email, WhatsApp, Viber, Facebook or Twitter. Find colours from images in the phone gallery or take a picture from your phone camera to retrieve and identify colors. Find all the Crown dealers & distributors on map, find the nearest distributor based on your current location. Save your favorite the colours for future review.

SKILLS

Product Design	Mobile Development (iOS/ Android)	Programming
Mobility Strategy	Project Management	UI/ UX Prototyping

CONTACT INFORMATION

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