

# Archana Adma

## V.P. Technology, PMI Member

Richmond Hill, ON

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## Work Experience

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### Summary

Technology Consultant with around 9.5 years of experience in Software Development Life Cycle involving analysis, design (System/OO), development, deployment, testing, documentation & maintenance of application software in Web-based environment, Distributed n-tier architecture and Client/Server architecture spanning Government, Research, Financial and Online product services and content Industries.

- Expertise in Java using Java Servlets, Java Beans, AJAX, JSP, EJB, JDBC, JMS, Applets, Swing.
- Expertise with good Object Oriented Analysis and Designing skills using UML for developing application specific object model, use case diagrams, class diagrams, sequence diagrams, collaboration diagrams.
- Expertise in all aspects of web-site development life cycle involving conceptualizing agile stories, wireframe analysis, development, testing, search engine optimization, X-HTML and CSS validation, performance evaluation, documentation, maintenance and deployment.
- Strong experience in web page optimization for search engines with around 2 years of in-depth research and development of customized search engine optimization tools for AOL Commerce and Marketplace.
- Strong experience designing and developing web applications with in-house and open source content management CMS systems as well as CCM systems for managing content and portal communities with concentration on Drupal APIs.
- In-depth Knowledge of Struts framework and Model 2 Design Pattern.
- Deep insight on Frameworks, Design patterns, Extreme Programming and Agile Modeling.
- Knowledge of UI design principles and guidelines.
- Strong development experience with Application servers including Apache Tomcat, BEA Weblogic Server, OC4J using development IDEs like Eclipse, JBuilder.
- Strong ability to conceptualize creative projects by identifying available resources, missing functionalities and profitable modules.
- Hands on experience with database design, entity relationships.
- Experienced in writing SQL Queries, Stored Procedures and Triggers in Oracle and SQL Server.
- Experienced in ETL transformations using open source Talend tools.
- Knowledge of J2ME, WAP & WML Technology, Web Services, SOAP and UDDI.
- Excellent analytical, problem solving, organizational and communication skills.
- Excellent team player with ability to learn quickly in work environment, productive interpersonal skills with the ability to understand and co-operate with group requirements efficiently.
- Experience with social media application development.
- Experience training non technical teams on the usage of tech tools, standards and best practices.
- Knowledge and ability to apply FDA/MCHR, CFR21, GxP, IQ, OQ, PQ, ISO and HL7 V2, V3 standards and regulations for Software Design & Development.
- Knowledge of process improvement models like Capability Maturity Model Integration (CMMI).
- Knowledge of Information Technology Infrastructure Library (ITIL) concepts.

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## Education

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### Master of Mathematics in Computer Science

University of Waterloo - Waterloo, ON

### Bachelor of Technology in Computer Science and Information Technology

Jawaharlal Nehru Technological University

### Course in Project Management Professional (PMP)

Ten Step India Inc. (Certified PMI Institute)

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## Links

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<http://www.linkedin.com/in/archanaadma>

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## Additional Information

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Technologies: JDK 1.4.2/1.3.1, J2EE 1.3/1.2, Servlets, JSP, JSTL, JDBC, EJB, Java Beans, Applet, AJAX, ETL, CSS

AWT, Swing, JMS, XML, XSL, XSLT, RMI

Script Languages: HTML, JavaScript, VBScript, JQuery, BATCH script

Java IDE'S: Eclipse 3.5, Borland JBuilder 8.0, NetBeans IDE 4.1

Framework: Struts, MVC (Model View Controller)

Design and Methodology: OOAD, UML, Rational Rose

Web & Application Servers: OC4J 9i/10g, BEA Web Logic Server 7.0/8.1, Tomcat 5.5, JBoss 2.4, Apache 2.2

Source control: CVS, WinCVS, Visual Source safe, Tortoise SVN

Web Analysis and SEO Tools: Google Webmasters, Yahoo Site Explorer, Bing Webmaster, Google Adwords keyword density and popularity analysis.

Other Tools: Talend Open Studio 2.3.2, ANT, Maven, AgileTrack, Microsoft Visio, Rally, SOLR 1.4, Zimbra, FogBugz, Drupal.

Software Testing: Junit, Test Plan/Test Cases, Unit Test, System Test, FireBug, Tamper Data, Web Developer, HTTP Watch

RDBMS: Oracle 8.x/9i/10g, SQL Server, MS Access, ATOMICS

Operating System: Windows 4.0/95/98/2000/NT/XP, Linux, Ubuntu Karmic Koala, Unix

Communication Languages

- English (Written/Spoke): Excellent
- French (Written/Spoke): Basic (Currently in a training program to gain proficiency)
- Hindi (Written/Spoke): Fluent
- Telugu (Written/Spoke): Fluent

NINFOSOFT PVT. LTD. January 2011 to present

Technology Officer

N-Infosoft believes in developing new solutions and fine tuning existing solutions to meet and exceed market demands. N-Infosoft is involved in providing software product development, customized software

development, engineering design services, web services, technical training services. Their flagship projects NIMMS+ Healthcare Management Solution, SmartEMS - Educational Institution Management Solution, VYAPAAR - Point of Sale Solution, PROSPER - Accounting Management Solution have been developed since 2006 with extensive research and guidance from Subject Matter Experts in each area. As Technology Officer, I was overseeing the 4 flagship projects and their teams along with process definition and implementation and Application life cycle management.

Responsibilities:

- Identifying bleeding areas for each application and guiding the team to fix the root cause of critical issues.
- Researching, Defining, Installing, Training and Implementing Source Code Control process across the organization.
- Motivating teams to migrate from VB to .NET in order to achieve business goals and accordingly performed needed downsizing and recruiting required experienced .net candidates to guide existing team.
- Generating a robust yet scalable solution for Health care and education management product lines that would be cloud and mobile accessible.
- Helped redesign the engineering of software behind NIMMS+ health care solution for ease of maintenance and sustainability with multiple processes.
- Working closely with development team to understand and architect solutions for better performance of a multi-environment, multi-branch enterprise product lines.
- Managing HR and administrative process to work within tight financial budgets due to economic situations in the area ensuring smooth business operations.
- Worked closely with the Managing Director in achieving franchise opportunities, performing needed paper works, technical evaluations, team size evaluations, financial projections, pricing.
- Researched, Designed, installed, trained and implemented the use of Collabtive project management and resource time tracking tool for managing all the 4 project work as well as HR, trainees, interns and administrative project work details.
- Redesigned the website to engage traffic to technology products and core business focus areas.
- Completely responsible for Application lifecycle management.
- Guiding, monitoring and motivating the development and QA teams to work in line with the vision in order to meet business goals.
- Encouraging team work, maintaining transparency in operations, disciplining as needed, involved in all hiring decisions, downsizing decisions and growth strategy definitions.
- Evaluating prospective business opportunities in terms of capability, capacity, ROI, risk analysis and benefit analysis.
- Working closely with the managing director, clients and individual contributors to ensure the business strategies and processes are well informed and executed.
- Closely analyzing and monitoring HR, Administrative and Network managers to control security loopholes and data/information loopholes.
- Guiding teams towards learning and growing as needed for the products success.
- Taking constant feedback and performing performance appraisals.
- Working with Networking leads to control unforeseen shutdown times.

Environment: Collabtive Project Management Tool, Java, My Eclipse9.0, JDK1.6, JSP 1.2, JSTL, XML, Apache 2.2, Tomcat 5.5, MYSQL, Drupal 7.0, Subversion SVN, .Net 2.0, Visual Basic, SQL Server 2005, Crystal Reports, IIS6.0, Windows 7, Windows XP, HTML, CSS, Microsoft Office stack.

XE.com Inc. May 2010 to January 2011

Content and Community Development Lead

XE.com is the world's favorite provider of Internet foreign exchange tools and services. XE Content and Community Solutions platform is intended for foreign exchange experts, enthusiasts and foreign exchange user group to provide top trade information through market fluctuations for analysis and to exchange ideas for the naïve foreign exchange enthusiast on information from why people perform foreign exchange trade to risks and safe trade practices.

Responsibilities:

- Researching better ways to integrate custom content development for the user-facing XE.com front end application.
- Researching better ways to integrate custom community development for the user-facing XE.com front end application.
- Gathering business requirements and working on best solutions to develop secure and personalization rich experience of community portals for XE services.
- Generating a robust yet scalable solution for content generation and management which integrates well with community portal.
- Helped redesign the engineering of software behind xe.com for ease of maintenance and sustainability with multiple processes.
- Working closely with development team to understand and architect solutions for better performance of a multi-environment, multi-services based high traffic site.
- Implementing community platform with custom theme and modules for an anticipated high engagement site with focus on overall site performance in terms of load time utilizing appropriate caching and DB management reducing DB requests yet meeting requirements through appropriate analysis and implementation powered by SOLR.
- Researching and developing appropriate SEO modules for the Drupal based implementation to increase engagement and index availability of the site's content.

Environment: Ubuntu Karmic Koala, Java, Eclipse 3.5, JDK1.6, JSP 1.2, JSTL, XML, Log4j, Ant, Apache 2.2, Tomcat 5.5, PHP, CGI, MYSQL, Drupal 6.0, JAPS, Subversion SVN, FogBugz, Zimbra.

AOL, Virginia August 2008 - January 2010

Travel Channel - Commerce and Marketplace

Sr. Software Engineer

AOL Travel channel provides online features, tools, and reference materials for travel including: deals, online travel and stay purchases, destination guides, destination reviews, Points of Interest near travel destination and their reviews, vacation and cruise packages, ideas, tips/information for well planned trips. The Channel provides web based support to help consumers find best travel deals for flights, hotels, car-rentals, vacations, cruises; portals to share travel experiences, know the destination they are about to explore and plan what to visit, what to do, where to eat to make every traveler journey a happy one.

Responsibilities:

- Self-educated on Talend Open Studio 2.3.2 and implemented ETL jobs for ingesting partner data into channel database.
- Quickly adapted to AOL's home-grown automated sitemap API.
- Single handedly implemented and maintaining all phases of software development life cycle for the "Automated Travel Sitemap" tool using Java Beans, JSPs, MySQL, JDBC, ATOMICS.
- Helped SEO team implement a URL cleanup effort in-order to increase the SEO value of the channel as a result saw increase in Google index for the channel (up from 500K to 12.1M).
- Implemented Java Beans for sitemap tool to handle large data sets (900K).
- Provided the implementation idea and implemented "Travel Redirect" components for SEO team to flush "Robots.txt" to production servers independent of front end builds.
- Developed "XML to MPM Transformation" Tool to help migrate galleries implemented in Big Bowl environment to Dynapub Environment for Travel and Autos channels.
- Involving in implementing data layer tracking across JSPs as defined in the requirements.
- Identified maintenance items and helped start discussions around fixing them.
- Working closely with the SEO team helped identify application issues that were live.
- Helping debug and fix design-pattern issues.
- Involving in fixing defects identified during the testing phase.
- Worked closely with Network Operations team to help debug and fix sitemap production issues.
- Self-educating and sharing knowledge about the best practices for Beacon implementation with the dev team, and SEO optimizations with SEO team such as Google Flushes, Yahoo Individual Feeds, back linking and cross-channel optimizations.

- Trained programmers and seo analysts on the best practices to use tech tools.
- Providing insight into possible areas of development with existing resources such as expired POIs recirculation module, smart cross-channel promotional module, i-Phone Deals widgets, Alternate Budget Travel implementations -Amtrak/Grey Hound/ car-pool.
- Unit testing java layer using Junit.
- Developed automated rss feeds for travel articles and galleries and implemented SocialRSS.
- A/B testing to identify user preferences for global header.
- Documentation of development status in Rally and release notes on AOL wiki.
- Key channel developments contributed for till-date:
  1. Automated Bars and Restaurants partner data transformation and ingestion.
  2. Automated Travel Sitemap Tool
  3. Automated 900K Guide URLs added to Sitemap
  4. Automated "Robots.txt" File
  5. Google index improvising efforts - Robots.txt cleanup, reducing webmasters errors.
  6. Automated Legacy Galleries Migration (XML-MPM Transformation) from Big Bowl to Dynapub environment for Travel and Autos channels.
  7. Data Layer Tracking (beacon).
  8. UMT integration for reviews across Travel FE site.
  9. RSS feeds for articles and galleries.
  10. AOL Global Header.
  11. Global header A/B test.

Environment: TOS 2.3.2, Eclipse 3.3.x, JDK1.5.x, JSP 1.2, JSTL, JQuery 1.3.1, XML, Log4j, Maven, Atomics, Apache Tomcat 5.5, Apache server 2.2.x, Tortoise SVN, Unix, Firebug, Web Developer, MySQL, HttpWatch, Jmeter, Jprobe, SOLR, AgileTrack, Tamper Data, BLT, Rally.

AOL, Virginia November 2007 - August 2008

Real Estate Channel - Commerce and Marketplace

Sr. Software Engineer

AOL Real Estate channel provides online features, tools, and reference materials regarding all aspects of real estate including: buying, selling, investing, renting, moving, researching homes of all types, lending options, neighborhoods, and support services. The Channel provides web based support to help consumers find a home for purchase or rent, sell a home, and increase the value of an existing home.

Responsibilities:

- Quickly adapted to AOL's home-grown tools - CMS, BLT, ATOMICS etc.
- Followed Agile Development process by involving in story building, requirements analysis, development, unit testing, debugging and bug fixing of all new features/tools promoted while providing dev support for installs to staging and production.
- Developed JSPs using JSTL and Java beans to meet the requirements for each sprint.
- Cleaned up and redeveloped legacy JSPs and Java Beans as needed for performance gain on front end using JSLT extensively.
- Identified maintenance items, developed, unit tested and rolled into sprints.
- Identified application issues that were live and helped fix them by working closely with engineering support team.
- Helped debug and fix design-pattern issues.
- Worked closely with Network Operations team to help debug and fix production issues.
- Helped processing the builds to dev and QA when needed.
- Self-educated and shared knowledge about the best practices for GSL implementation, beacon tracking implementation.
- Trained programmers and seo analysts on the best practices to use tech tools.
- Involved in fixing defects identified during the testing phase.
- Provided insight into possible areas of development with existing resources such as builder/agent search, personalized modules to save most liked homes and activity for those homes.
- Key channel developments contributed for:

12. New Homes/Communities Initiative
13. Survey/Franchise/Hybrid Galleries
14. SEO Re-Optimization
15. AFS/AFC Google Sponsored Links
16. Foreclosures Redesign
17. Recent Searches Module

Environment: Eclipse 3.3.x, JDK1.5.x, JSP 1.2, JSTL, JQuery 1.3.1, XML, Log4j, Maven, Atomics, Apache Tomcat 5.5, Apache server 2.2.x, Tortoise SVN, Unix, Firebug, HttpWatch, Jmeter, Jprobe, SOLR, MYSQL, BLT.

AT&T, Virginia June 2007 - November 2007

EOSCAR - HBAM

Developer

E-OSCAR (Online Solution for Complete and Accurate Reporting) system facilitates Consumer Reporting Agencies (CRAs), Mortgage Reporting companies, and Data Furnishers in the resolution of disputes about the accuracy and completeness of consumer information by enabling them to create and respond to consumer credit history disputes. The system primarily supports Automated Credit Dispute Verification (ACDV) and Automated Universal Data (AUD) forms processing, along with a number of a related processes that handle registration, subscriber code management and reporting. HBAM (Heuristics-Based Automated Monitoring) system is focused at generating critical conditional alarms to the E-OSAR production support group by monitoring the batch transactions and E-OSCAR processes.

Responsibilities:

- Implementing the code as per the documented design and coding guidelines within the timeframes specified in the HBAM schedule.
- Performed front-end validations using JavaScript as per change requests for E-OSCAR system.
- Monitoring E-OSCAR batch transaction reports and identifying error conditions.
- Officiating critical E-OSCAR batch transaction issues to the support group.
- Validated data changes to meet AT&T system specifications.
- Involved in fixing defects identified during the testing phase.
- Developed UNIX shell scripts to maintain and analyze the E-OSCAR system.
- Performed Unit testing using JUnit.
- Supported UAT testing phase.

Environment: Eclipse 3.2.x, JDK1.4.2.x, JSP 1.2, Spring, JMS, JNDI, JDBC, JINI, Java Spaces, XML, Log4j, ANT 1.7, Oracle 9i, BEA Weblogic Platform 8.1, WinCVS, Apache Web Server, Unix, Connect:Direct.

Brainware Systems Inc, Massachusetts October 2006 - May 2007

Banking Solutions: Mutual Funds Adjustment Processing (MFAP)

Developer

Mutual Funds Adjustment Processing (MFAP) focuses on delivering functionality via workflow-enabled processing to support the processes handled by the third party Adjustments group. Third Party Adjustments is responsible for processing trade errors, corrections, cancellations, and error correction methodology verification. Trade adjustment processing within Third-party mutual funds involves a number of sub-processes like Authorization and Review, Compliance Check, Retrieve Fund Details, Price Lookup, Cancel contract, Create order, Update contract etc.

Responsibilities:

- Involved in producing Detailed Design documents and implemented the code as per the documented design and coding guidelines within the timeframes specified in the project schedule.
- Developed use cases, sequence diagrams and preliminary class diagrams for the system using UML.
- Designed the front-end screens and implemented the task screens using JSP with Apache Struts framework and performed front end validations using JavaScript.
- Have written CSS Style sheets for centrally maintaining the look.
- Implemented custom validations by extending the existing Struts Framework to accommodate project specific business logic.

- Defined and implemented custom tag libraries for the project.
  - Performed Unit testing using JUnit on developed components using in-container and out of the container testing methodologies.
  - Developed ANT scripts to build EAR files for deployment of the application in exploded and .ear environment for development, System test and Production.
  - Involved in the integration of the front-end module with the workflows developed using Web logic Integration.
  - Involved in fixing defects identified during the testing phase.
- Environment: Eclipse 3.x, JDK1.4.x, EJB 2.0, JSP 1.2, Struts 1.2, JCA, JMS, JNDI, JDBC, XML, Log4j, ANT, Oracle 9i, BEA Weblogic Platform 7.x, Siteminder, CVS.  
IBM / University of Waterloo, Toronto June 2004 to September 2006

iTalk

Software Engineer

iTalk system aids in recording audio conversations and processing audio data for STT and TTS indexing. The system returns appropriate index positions within all audio files where a query keyword appears. It involves vocal village audio conferencing system, Nuance Dragon Naturally Speaking speech recognition system and wumpus file system search engine that are integrated by the iTalk components and enhanced with the iTalk processor for indexing audio information.

Responsibilities:

- Researched for new mechanisms to store, share and search audio files in a professional environment.
- Analyzed the existing audio conferencing system and designed modules for integrating with a client side version of the iTalk processor.
- Developed the integration modules using batch scripts and VB.Net.
- Designed and developed iTalk processor for indexing audio conferences using python and natlink macro system.
- Analyzed the iTalk initial system and designed server module updates for performance enhancement.
- Designed and developed iTalk integration components for server edition using batch and Python scripts.
- Unit testing during development phase of the project.

Environment: Windows XP, Linux, VB.Net, Python 3.0, Natlink, Nuance dragon naturally speaking 8.0, SOX, Vocal Village, Wumpus file system search engine, Microsoft Visual Studio 2005.

Centre for Good Governance, Hyderabad, India June 2002 to April 2003

Online Transaction Processing of Pension Plans

Centre for Good Governance involves Online Transaction Processing of some basic government transactions to aid senior citizens and remote villagers the trouble of rounding government officers for applications, status checks and finally to receive the approval/denial notices by placing kiosks in every village, town and providing kiosks easily accessible in major cities. Pension Plans is one of the 12 government solutions chosen to be automated for online transaction processing in order to make the pension application processing simpler and faster while providing status updates on the kiosks for easier access to the applicant without having to visit a government office.

Responsibilities:

- Gathered the business requirement from the secretary of CGG.
- Trained students across 3 institutions in Linux, PHP and POSTGRESQL and Apache Web Server to build the development team for all 12 proposed online transaction processing projects.
- Helped the program manager in distributing the trainees into groups of 4 ensuring that design, development, database and testing skills are covered to work on each project.
- Designed, developed the UI forms for Pension application processing.
- Created a common UI styling to be used across all the 12 online transaction processing projects (per se the government standard styling).
- Developed forms and logic using PHP to handle pension applications as per government regulations.
- Developed functions in javascript to perform user validations and application validations.
- Designed and developed applicant database using POSTGRESQL for the backend.

Environment: Linux, PHP, POSTGRESQL, Apache web server, Notepad.