

# RAJESH LAL

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## SUMMARY

- 10+ years of experience in Software Analysis, Design, Development, and Project Management
- Demonstrated leader with versatile experience in 40+ Windows, Web and Mobile applications
- Expertise in web based technologies with HTML, CSS, JavaScript, and AJAX
- Expert in User Interface/User Experience(UI/UX) with Silverlight, WPF & Flash
- Excellent knowledge in client-server technologies C#, ASP.NET & SQL (.NET 3.0/ 3.5)
- Excellent knowledge of design patterns and standard practices
- Excellent Presentation skills, @ <http://slideshare.net/rajeshlal>

## BOOKS AUTHORED

- Beginning Smartphone Web Development (with Gail Fredrick) - Apress
- Creating Vista Gadgets: Using HTML, CSS and JavaScript – Sams / Que Publishing
- Professional Web Widgets with CSS, DOM, JSON and Ajax - Wrox Publication
- Silverlight 4 How To (Coming soon May 2011)

## DESIGN INVENTIONS

- Honeycomb User Interface for Mobile devices – Sony Electronics, Patented
- Two Thumbs User Interface for Digital Photo Frames – Sony Electronics, Patent pending

## COMMUNITY PRESENTATIONS

- Linux Foundation MeeGo Conference Nov15 2010 Dublin Ireland  
Build Amazing Mobile Apps using HTML5, CSS3, and JavaScript  
<http://videos.linuxfoundation.org/video/1920>  
<http://conference2010.meeego.com/session/build-amazing-mobile-apps-using-html5-css3-and-javascript>
- MeeGo Conference Nov15 2010 Dublin Ireland  
10 Tips for Mobile Website Design  
<http://www.slideshare.net/rajeshlal/10-tips-mobile-website-design>
- MeeGo Meetup Nov 2010  
<http://www.meetup.com/SFBay-MeeGo-Network/photos/1112319/18890582/>  
<http://www.slideshare.net/rajeshlal/w3c-widgetmeego>
- Maemo Summit 2009  
<http://www.slideshare.net/rajeshlal/ten-tips-for-designing-mobile-widgets-2009-q3-maemo-summit-v1>
- Discover Maemo Event Santa Clara Oct 2009  
<http://www.slideshare.net/rajeshlal/hybrid-application-development-for-maemo-n900-device>

## **EDUCATION**

- M.S in Computer Science Lamar University Texas
- Masters in Computer Application, Pune University India
- Bachelor's in Computer Science

## **TECHNICAL**

Web : HTML, CSS, JavaScript, JQuery, Ajax, XML, RSS, Atom,  
Web Programming : ASP, ASP.NET, XML Web Services, REST and SOAP  
Programming : C, C++, C#, VB.NET, Visual Basic 6, VBA,  
User Interface : Microsoft Silverlight, WPF, Flash  
Databases : Microsoft SQL Server, Oracle  
Graphics : Photo Shop, Expression Design, Blend, Adobe InDesign  
Packages : Installshield, Orca, Community Server  
Operating Systems : Windows and Mac OSX  
Mobile Platform : Apple iPhone Web Apps, Windows Mobile, Sony MyLo, Nokia Maemo

## **ACHIEVEMENTS**

- Code Project Most Valuable Professional (MVP) – 2008
- All India Merit Certificate in Mathematics (OLYMPIAD -94)
- Microsoft Certified Application Developer (MCAD – Jun, 2004) with C# .Net and SQL server
- Microsoft Certified Solution Developer (MCSD – Jul, 2001) for Visual Studio
- Winner Vista API Competition / Secure App Competition, Vista Gadget Competition
- Winner Vista Mobile PC Competition
- First Prize in Creative Web designing Contest – Lamar University

## PROFESSIONAL EXPERIENCE:

**Nokia Inc (Mountain View)**

May 09 – Present

Senior R&D Engineer

Project: Multiple Mobile application and Mobile web applications

### Achievements

- MeeGo Conference Nov15 2010 Dublin Ireland  
Build Amazing Mobile Apps using HTML5, CSS3, and JavaScript  
<http://videos.linuxfoundation.org/video/1920>  
<http://conference2010.meeego.com/session/build-amazing-mobile-apps-using-html5-css3-and-javascript>
- MeeGo Conference Nov15 2010 Dublin Ireland  
10 Tips for Mobile Website Design  
<http://www.slideshare.net/rajeshlal/10-tips-mobile-website-design>
- Presented on WRT technologies and Mobile Widget Design in Amsterdam at Maemo Summit  
[http://wiki.maemo.org/User\\_talk:Rajeshlal](http://wiki.maemo.org/User_talk:Rajeshlal)
- Presented on Qt Hybrid technologies at Discover Maemo Event Santa Clara  
<http://www.slideshare.net/rajeshlal/hybrid-application-development-for-maemo-n900-device>
- Published on Mobile Web Usability  
[Beginning Smartphone Web Development](#) (with Gail Fredrick) - Apress

### Roles and Responsibilities

- Designing and development of Mobile Applications Prototypes
- Development of Hybrid Applications with C++, QT and WRT technologies
- Design and Development of Mobile Widgets
- Supporting third party companies for Innovative applications
- Evangelizing Maemo, Qt, and WRT Technologies

### Technologies

- Hybrid Applications with C++ and Qt SDK
- Web widget development using HTML, CSS, JavaScript and Ajax

## **SONY ELECTRONICS (through BRITE INFO INC)**

May 08 – Apr 09

Senior UI/ UX Engineer

Project: Multiple windows and web-based applications

### Achievements (For client SONY ELECTRONICS)

- Invented Honeycomb User Interface for Mobile devices – Sony Electronics, Patent pending
- Invented Two Thumbs User Interface for Digital devices – Sony Electronics, Patent pending
- Multiple presentation on User Interface design/ User Experience: View at <http://abcofdesign.com>

### Roles and Responsibilities

- Mentoring Software engineers and developers for best practices for user interfaces
- Designing and development of User Interface for multiple Rich Internet Applications(RIA)
- Responsible for User experience for widgets and Rich Internet Applications (RIA)
- Prototyping User Interface for numerous future products in WPF
- Prototype of web based implementation of Silverlight DeepZoom
- Active Participation in a team of four for a huge Mobile device project
- Extensive technical documentation, requirement analysis and UML diagrams
- Developed multiple widgets for Sony Mylo device, Windows Mobile 6.1/6.5

### Technologies

- Windows CE and .NET Compact Framework
- Embedded Programming in C++, C# and XAML
- Rich Internet Application in Silverlight 1.0 and 2.0 & Flash and FlashLite
- Widget development using HTML, CSS, JavaScript and Ajax
- Application in C#.NET, WPF (.NET 3.0 / .NET 3.5)
- Prototyping with Expression Design and Blend
- Extensive use of Photoshop and Image Ready
- Technical documentation with Visio

## **ENTRIQ INC**

Aug 07 – April 08

Role: Lead Developer /Senior Solutions Engineer

Project: Digital Store Front and Self Care implementation for NBA, UFC, EchoStar, dishonline.com etc

Description: MediaSphere from Entriq is the only all-in-one pay media solution that makes turning your content into cash. Whether you have movie, music, or sports content you want to sell, we have the technology to securely deliver it to your platform of choice—broadband, mobile, and Internet TV. And we promise you won't lose control of your content in the process. Media Sphere is the most comprehensive feature-rich pay media solution in the industry. Hands down. We have the proven technology to get your content to market. Fast. And we have the most pay media and video experience in the field. The fully hosted MediaSphere solution provides state-of-the-art content management, security, commerce, and tracking to ensure effective distribution to millions of new and repeat customers. Our best-of-breed security, billing, customer care, ad delivery service, and digital store technologies are tailored to your specific content and delivery channel needs, whether broadband, mobile or Internet TV.

### Features implemented

- Implementation of feature-rich pay media store to sell digital content.
- Define custom security and business model policies.
- Protect content from unauthorized use while taking advantage of viral distribution.
- Offer consumers complete billing and payment solutions
- Web application implementation in a Server farm
- Rapid Development with SCRUM methodology

### Roles and Responsibilities

- Implementation of Distributed XML Web Service Application
- Active Participation of Digital Storefront implementation in .Net 2005 with C#, ASP.NET
- Content Management system using Ektron
- Worked on Download Manager /Extensive Client side Scripting with JavaScript and CSS

### Features used:

- C# extensively, ASP.NET
- Visual Studio .Net IDE for development and deployment
- MSDN class library design patterns
- Ektron CMS /Media technology
- XML Web Service Client in .Net

Entriq Inc. provides a full, end-to-end solution to secure and monetize multimedia content across broadband, mobile and IPTV platforms.

Project: IWS Biometric IQA&E - Winform application and SDK

<http://www.iwsinc.com/News/Archives/CyberExtruder.cfm>

Role: Project Architect / .Net Programmer

Description: IQA&E improves the accuracy and effectiveness of biometric template enrollments. The software may be used standalone or in IWS Biometric IQA&E conjunction with the IWS™ Biometric Engine™, a biometric identity management platform for multi-biometric searching and matching that is scalable, technology agnostic and allows organizations to manage population databases of unlimited sizes.

#### Features implemented

- Manual and Auto image manipulation such as size, contrast, brightness, color levels
- With accordance to ISO compliance for reliable biometric storage
- Customizable plug-and-play imaging library
- Advanced face extraction and Eye finding algorithms
- Advanced graphic filters for fingerprints
- Integration with IWS Biometric Engine for searching and match capabilities
- Supports automated operation with the IWS Biometric Engine in a Microsoft Windows 2003
- Integration with third party C++ Cyber Extruder Libraries

#### Roles and Responsibilities

- Complete requirement analysis and all phases of development (Full SDLC).
- Designed and developed the whole architecture of the Biometric Image library and SDK
- A highly advanced Manual enhancement application for Image Assessment and Enhancement
- Photoshop for the Biometric image
- Designed and developed GUI with C# WinForms

#### Environment:

- C# extensively, Windows 98/2000/XP. Install shield
- Visual Studio .Net IDE for development and deployment
- Ants profiler
- Infragistic Controls for Office Ribbon implementation

ImageWare Systems, Inc. is a leading developer and provider of identity management solutions, providing biometric, secure credential, law enforcement and digital imaging technologies. The Company's biometric product line includes a multi-biometric engine that is hardware and algorithm independent, enabling the enrollment and management of unlimited population. Image Ware's provides

- Identification products to manage and issue secure credentials including National IDs, passports, driver licenses, smart cards and access control credentials
- Software Solutions for integrated mug shot, fingerprint Livescan and investigative capabilities.
- Digital workflow solutions for the professional photography industry

**EXANT WORLD (Innovatif Data), India***Jun '1997- April 2002*

Role: Developer / Project Leader

Multiple Windows and Web Application using Microsoft Visual Basic, ASP, ActiveX COM and C++

Client: MundoOnline.com for Harley Davidson Manufacturer's,

Project: Harley Trade website

Programmer /Web developer

Description: A Business to Business site dedicated for the dealers and manufacturers of Harley Davidson Bikes, accessories and who can view the catalogs online shop for them. User accounts for every manufacturer and dealer. The web application involves as follows the Registration process with encryption for credit card number (SSL 3.0) Home page for each user. Online catalog display for products for every manufacturer. Online shopping cart for the website. Online order processing, using SSL3.0 (128 bit) security. Email Notification pipelines for all the stages in order processing. Administration pages for maintaining database. This application takes care for the complete business of Harley Davidson bike accessories online with complete security.

Responsibilities

- Performed Requirement Analysis, Feasibility Analysis and all through SDLC.
- Used Microsoft Visio for creation of DFD, Feasibility Matrix & Ms. Project for Gant charts.
- Erwin (logical works for Database designing) for creating database tables and relationships, Normalizing Data from the raw data.
- Optimized SQL queries for better performance.
- Developed a middle layer which performed data handling using COM component in MTS. Designing a site for Internet using ASP, SQL server, ADO.
- Developing a shopping cart application to carry on purchases.
- Creating COM component with MTS for database transactions.
- Worked on catalog browsing registration process
- Administrative pages and consistency in complete site designing
- Email notification and order processing

Technologies:

- Visual Studio 6.0, ASP,
- Visual Basic, Microsoft Project, Visio MTS
- Erwin (logical works for Database designing)
- COM component with MTS for database transactions.
- ASP 3.0, Visual Studio as Development Environment
- SSL 3.0 (Credit Card Processing implementation).
- SQL 7.0 database implementation using OLEDB.

Innovatif Data Technologies is a Web and Software Development organization develops world class products on Microsoft platform using cutting edge .Net technology for eXant Software Limited, UK which will be marketed internationally through eXant's global offices and business partners.

## MOBILE DEVELOPMENT WORKS

<b>Mobile Apps</b>	<b>Device</b>	<b>Platform</b>
○ Mobile Plug-ins POOM	Windows Mobile 6.1	C++ / C#
○ RSS Widget and RIA's	Windows Mobile 6.5/7.0	Flash 2.0 / Silverlight 2.0
○ Picasa Widget	Sony Mylo Device	HTML, JavaScript/ Ajax
○ Google Gadgets	Sony Mylo / Google	HTML, JavaScript/ Ajax
○ <a href="http://trickofmind.com/iphone">http://trickofmind.com/iphone</a>	IPhone (Web Apps)	HTML, CSS, JavaScript, Ajax

## WINDOWS DEVELOPMENT WORKS

<b>Product</b>	<b>Role</b>	<b>Technology</b>
○ Biometric Image Quality Assurance & Enhancement	Architect/ Software Engineer	C# .NET / Win Forms
○ Cyber Lockbox -Inventory	Analyst	C# /SQL 2000
○ Video Caster & Edit Magic	Project Leader	C++, DirectX, VB COM
○ Backup software for Outlook	Lead Developer	VB, Active X COM/
○ Betting Exchange Software	Lead Developer	VB, Active X COM.
○ GPS software Track 1.0	Lead Developer	VB, WMF, AutoCAD
○ Image Data Entry software	Project Leader	VB/Ms Access/XML
○ Image Manager (German, French)	Project Leader	VB/Ms Access/XML

## WEB DEVELOPMENT WORKS – ONLINE

<b>Web site</b>	<b>Role</b>	<b>Technology</b>
○ <a href="http://dishonline.com">http://dishonline.com</a>	Senior Sol. Engineer	ASP.NET C # SQL server
○ <a href="http://protrackonline.com">http://protrackonline.com</a>	Project Leader	ASP.NET C # SQL server
○ <a href="http://www.exactorder.com">http://www.exactorder.com</a>	Architect	ASP.NET C # SQL server
○ <a href="http://www.interviewinfo.net">http://www.interviewinfo.net</a>	Lead developer	Community Server 2.0 / C#
○ <a href="http://cyberlockbox.com">http://cyberlockbox.com</a>	Programmer	C#.NET Win Forms, XML
○ <a href="http://videodesk.net">http://videodesk.net</a>	Project Leader	C#, ASP.NET, CMS, SQL
○ <a href="http://YogaVortex.com">http://YogaVortex.com</a>	Web Master	HTML,ASP, Ms Access
○ <a href="http://delhikitchen.com">http://delhikitchen.com</a>	Web Master	HTML,ASP, Ms Access
○ <a href="http://dept.lamar.edu/montagne">http://dept.lamar.edu/montagne</a>	Web Master	HTML,ASP, Ms Access

## EDUCATION

<b>Year</b>	<b>Degree</b>	<b>School/University</b>	<b>GPA</b>
Aug 2003 – May 2005	MS in computer Science	Lamar University, TX	3 / 4
May 1994 – May 1997	Bachelor in Computer Science	Nagpur University,	3 / 4

## PERSONAL

Nationality : Indian  
 Interest : Reading, Writing