

Divij Shah

Technology Consultant | Full Stack Developer | Product Manager | Startup and Social Impact Enthusiast

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About Me

A versatile technologist and social impact advocate with **6+ years of experience**. Proven expertise in building scalable solutions for startups and NGOs, managing cross-functional teams, and driving innovation. Passionate about leveraging technology to solve real-world problems and create impactful products.

Professional Experience

01/2023 – present

Freelance Technology Consultant

- Developed **cross-platform mobile applications** using React Native and Node.js, enabling car owners and service providers to connect seamlessly.
- Built a **task management system**, streamlining workflows for college admission counsellors and students.
- Created a **social commerce platform** where users can monetize their images and videos, empowering creators to earn from their content.
- Led the **frontend revamp for a health-tech startup**, and developed a **GenAI-powered data input system using OCR**.
- Built an **AI-powered tool for automating document fetching and categorization**, focusing on travel documents.
- Built a **crowdfunding platform for filmmakers**, allowing investors to earn returns through profit-sharing or trading ownership shares.

02/2021 – 12/2022

TunicaLabs Media Pvt Ltd, Sr. Software Developer

A hybrid technology consultancy agency

- Led a **4-member team** to build **FinWise**, a personal finance app in closed beta, using React.js, Next.js, and Strapi.
- Developed an **ETL pipeline and analytics dashboard** for TimesTSW, leveraging GCP (BigQuery, Cloud Functions) and Tableau to extract insights from lead generation and conversion data.
- Spearheaded the digital renovation project for **James Hardie Australia**, improving user experience and functionality.
- Worked with **Penguin Random House UK**, creating a data warehouse that consolidates information from multiple sources, followed by a data analytics layer for sales insights.
- Established a **remote office in Solan, Himachal Pradesh**, recruiting and training a team of 10 engineers and ensuring their capability to onboard and mentor new hires.

08/2022 – 12/2024

Eiden, Co-founder

An original design and concept apparel brand

- Scaled the **D2C apparel and lifestyle brand** to 200 orders, 20 original designs, and 10,000+ Instagram followers.
- Led sourcing, supply chain, and technology efforts to streamline operations and enhance customer experience.

11/2019 – 01/2021

BRANI, Head of Technology & Operations

An all-in-one digital consultancy agency

- Managed **10 employees and 30 freelancers**, delivering 5-6 client projects annually with top quality and timely delivery.
- Oversaw **web and app development, automation, and performance marketing** initiatives.
- Acted as a **line producer and assistant director** for film projects, ensuring seamless execution.
- Collaborated closely with **performance marketing, video production, and content creation teams** to deliver integrated solutions.

11/2020 – 02/2021

EventBeep, Software Developer

A platform designed for college students to find and create communities and opportunities

- Designed and implemented a **rewards and gamification system** for a college student-focused social media app.
- Enhanced user engagement by integrating gamified elements, such as badges and leaderboards, into the platform.

08/2019 – 04/2020

ProDT Consulting Services, Software Development Engineer

A consultancy working for a Bahrain-based flight booking company

- Developed end-to-end automated ticketing via GDS for air travel agencies using the **AWS Serverless Framework**.
- Created a **data collection pipeline** integrating multiple sources such as PostgreSQL, Logstash, DynamoDB, CSVs, and external sources for ticketing and sales analysis.

12/2018 – 01/2019

Lead School, Data Analyst (Intern)

A Mumbai-based EdTech company focusing on Academic Excellence using data

- Analyzed the relationship between teacher performance and student outcomes across various school categories (geographical, ownership-based, etc.).
- Provided actionable insights that influenced platform improvements, teacher training, and category-specific interventions.

06/2018 – 07/2018	SweatBath Technologies (Gymshim), Data Analyst A fitness-tech company that provides a SaaS product for fitness centre owners - Developed a data analysis and visualization platform using Redash. - Analyzed fitness centre machine usage, attendance, and footfall data to optimize operations. - Developed web crawlers for eCommerce websites to refine the company's expansion efforts.
06/2019 – 08/2019	TravelSouq, Software Development Intern A Bahrain-based flight booking company - Developed and implemented features for a travel planning and booking platform, enhancing user experience and functionality. - Collaborated with the product and design teams to create intuitive interfaces for flight, hotel, and activity bookings. - Integrated APIs from third-party providers to ensure real-time availability and pricing updates. - Conducted user testing and gathered feedback to iterate on product features, improving usability and customer satisfaction.

🧠 Skills

Technologies & Tools

Full-Stack Web & App Development | Python | Javascript | DBMS | React.js | React Native | Node.js | DevOps | Cloud Computing (GCP, AWS) | AI/ML Basics | Data management & Analytics | DevOps | Git | Serverless | Redash | ETL | SQL | Wordpress | Strapi

Soft Skills

Leadership | Team Management | Communication | Public Speaking | Agile Methodologies | Stakeholder Engagement | Strategic Planning | Product Management | User-Centric Design | MVP Development | Cross-Functional Collaboration

Languages

English | Hindi | Gujarati | Marathi

🎓 Education

09/2015 – 05/2019	Bachelor of Engineering, Thakur College of Engineering and Technology - Led the TCET Model UN Society for 2017-2018 as Secretary-General, with a 20 member team. - Served as Member of the marketing team for TCET MUN 2016, onboarding brands such as Lakme.
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🏠 Volunteer Experience

10/2017 – 03/2020	Chapter Fellow, U&I A volunteer led NGO that focuses on empowering underprivileged kids using English and Maths. - Lead fundraising and dashboarding in the national fundraising campaign worth INR 20Mn - The data for dashboarding was updated on a near real-time basis using AWS, Postgres and the crowdfunding platform's API and visualised using Redash and PowerBI at different levels to fine-tune the efforts and produce maximum results. - Further, the trend analysis of donations across the campaign helped design a better performing campaign for the next time. - Lead 40 volunteers and leaders teaching 40 underprivileged kids to ensure they continue their education.
05/2017 – 10/2018	Fellow (Volunteer and Center), U&I A volunteer led NGO that focuses on empowering underprivileged kids using English and Maths. - Managed the relations between U&I, volunteers, and the learning center.
05/2017 – 03/2018	Director of Events, Uddeshya Mumbai An NGO that focuses on peer to peer counselling and empowerment - Managed open mics, meetups, and street plays on topics like mental health, addiction, and mensuration.
04/2017 – 06/2017	Customer Experience Manager, AIESEC Empowering underprivileged children through education. - Ensured that the 10 students who came for an exchange have a smooth experience by partnering with restaurants, PGs and other such organisations.
01/2017 – 03/2017	Corporate Relations Associate, AIESEC Empowering underprivileged children through education. - Pitched the product 'incoming Global Entrepreneur' to over 30 start-ups and converted 10% of them as clients of AIESEC.
06/2016 – 03/2017	Teacher, U&I A volunteer led NGO that focuses on empowering underprivileged kids using English and Maths. - Taught English to two kids and served as their mentor for a duration of 9 months.