



brajeshwar OINAM

Design-led product leader, and an entrepreneurial strategist.

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"I design experiences, opportunities, careers, teams, products, and organizations."

I am an entrepreneur, and technologist, with a deep focus on leadership in products and designs. I have been a developer, designer, and creative product direction with a track record of building products and leading teams.

I started my professional career in 1999. Ever since, I've learned to appreciate and empathize with users, avoid technology hubris, and focus on being responsive to users, clients, customers, and their needs from the ground up.

I'm lucky to have worked with some of the best teams, engineers, designers, founders, and investors.

- 2020 APR — Present

VALINOR EARTH

Co-Founder, CEO
Remote (Worldwide)

Valinor Earth data platform helping the Agriculture value chain, focusing on reaching the marginal & under-served farmers.

We crunch through publicly available data, government-collected data, and our own to help bring meaningful solutions to the myriad challenges faced by farmers.

Using Satellite Imagery, we help farmers to track, analyze, and make smart and precision farming decisions. We help farmers with localized weather predictability, biomass mapping, monitor crop health, water management, and fertilizer application optimization.

We are a remote distributed-team.
- 2019 JAN — 2020 MAR (1+ Year)

MOBISY

Head of Product
Bangalore (India)

Mobisy is a high-growth, technology company that is transforming the retail supply ecosystems in several markets, including India, Africa, Middle East, and Europe through its products **Bizom** and **Distiman**.

Mobisy's products serve over 300 top consumer brands, including global FMCG giants such as Unilever, Procter & Gamble, Reckitt-Benckiser, Coke, Pepsi, Mondelez, and Hershey's. As of 2019, Mobisy's products have over 150,000 users and reach 5 million retailers.

I'm involved in the long-term Product Strategies at Mobisy. I worked closely with the design team, and leads the effort in building a robust Design Systems for Mobisy Products, its branding, and messaging. My core focus is on building a team of product focused leaders at Mobisy.
- 2018 JAN — 2018 DEC (1 Year)

LOCAVORE

Co-Founder
Bangalore (India)

I met my erstwhile co-founder, **Gurjot Singh**, while he was experimenting with the idea of large-scale energy storage with **Vanadium Redox Batteries**. He is a research scientist who specializes in the study of energy, food, and fuel. Unfortunately, due to the high CAPEX requirements, we pivoted to Smart, and Precision farming with **Aeroponics**.

We built a demo farm in Bangalore, India. We were invited, and interviewed at Mountain View but got **rejected** for the **Y Combinator** Winter 2019 Batch.

Gurjot moved on to a second generation Bio-fuel generation technique backed by the Swish government, and a private Swish technology company. I stayed behind to find solutions to the myriad of problems faced by farmers in India.
- 2016 JUL — 2020 Dec (4 Years)

ALARIS PRIME

Co-Founder, Advisor
Remote

"We design and build products for beauty and performance."

At **Alaris Prime**, we believe that software should be simple to use for humans. At the same time bringing higher returns on investment for businesses. We help clients every step of the way in building beautiful and performant products.

I was responsible for business development, client interaction, and ownership of the products that we built for our clients. Generated revenue of over \$200,000 in the first year of operation.

I continue to be an advisor.
- 2014 JUL — 2016 JUN (2 years)

RAZORFISH

Creative Director
Bangalore (India), London (UK), Austin (USA)

I led the creative design and development at Razorfish, Bangalore, India. In a year, I hired and trained 50+ proficient designers and developers. I trained them and taught best practices, standards of design, and development.

I restructured, introduced tools and utilities, and started many initiatives in the company. I made it easy for employees to be more productive, spend quality time with their work. Introduced smooth communication methods, and patterns between clients and the team - made it easy to get things done.

I contributed to front-end designs, development, stakeholder interactions, and management of some exciting clients, and projects;

 - Aditya Birla's **ABOF.com**
 - DMart's** eCommerce Initiative.
 - Worked with Razorfish, UK on careers.jpmorgan.com
 - Worked with Razorfish, Austin on **Car2Go**
 - Johnson & Johnson Visioncare, Japan

I was lucky to mentor, review code and designs for

 - MyDeposits**, UK
 - Phaladata**, USA
 - Zest Money**, India
- 2013 JAN — 2014 JUN (1½ Years)

LXIDD

Co-Founder, CEO
Bangalore (India)

As an Entrepreneur-in-Residence at Kamelot Kapital Pte Lte, Singapore, I worked on **LxIDD**. I was responsible for the Product Interface and Experience Design, Customer & Client Engagement.

LxIDD is a network of Indie Professionals - Designers, Developers, and Creatives.
- 2011 JAN — 2012 DEC (2 Years)

LEVOMA

Co-Founder, CEO
Mountain View (USA), Bangalore (INDIA)

Levoma is a mobile video-dating service, helping singles aged 18-30, find partners easily, quickly, and effectively. Levoma works across and between multiple devices - iPhone, iPad, Android phones, and tablets.

We were the first Indian startup to graduate at the **Founder Institute** in 2010-2011 Winter Silicon Valley Chapter. **Levoma** was among the final 12 graduating companies out of its initial cohort of 50+ startups.

Levoma released its beta App in January 2011. It was acquired by a Singapore Investment firm - **Kamelot Kapital Pte Ltd**.
- 2009 JUN — 2010 JUL (1+ years)

INFINITELY BETA

Co-Founder, Product and Design Chief
Pune, India

Infinitely Beta set out to build innovative products in Pune, India. It's flagship product, **Paisa.com**, was praised by industry experts and beta testers for its innovative User Interface and a never-before-done-in-India User Experience.

Paisa.com was merged in February 2012 with **HelpShift** which has raised venture capital from Nexus Ventures, True Ventures, and others.

I help design and develop Paisa.com with the team that I got from the acquisition of my previous company, oCriccket.
- 2007 APR — 2009 MAY (2+ years)

OCRICKET

Co-Founder, CEO
Mumbai, India

oCriccket was poised to be a dedicated network for Cricket lovers and fans. We envisioned oCriccket to be able to get users to access Cricket related media and content more efficiently and at a much affordable price.

oCriccket was acquired by Infinitely Beta Pvt. Ltd. in June 2009.

I raised seed-funds from my previous employer (Peerless Software), and worked on building the product, and hiring the team.
- 2006 APR — 2007 MAY (1 years)

MIXERCAST

Senior Architect
Pune (India), Silicon Valley (USA)

MixerCast allowed users to create embeddable slide show widgets. Users could mix together both personal and licensed content into their slide show.

MixerCast was funded by Fuse Capital (erstwhile ComVentures), ONSET Ventures, and Intel Capital for over \$12M and had clients such as Youtube, CBS etc.
- 2003 JAN — 2006 MAR (3+ years)

OINAM SOFTWARE

Co-Founder, CEO
Mumbai, India

I gave up my lucrative career at Peerless Software to start my own Software Service Company — **Oinam Software Pvt. Ltd.**

At **Oinam**, we designed and developed websites, web applications, and applications for Pocket PC Devices. We undertook some of the most innovative, sometimes very experimental work for clients, including but not limited to the likes of **Macromedia**, **STARZ**, **Disney**, **Obeo**, **Ultrashock**, **Edition Interactive**, **Pearson**, **Cambridge University Entrepreneurs**, **Tata Consultancy Services**, et al.

We also worked for many Contractors who sub-contracted their work to us. We were in-fact one of the best ghost developers to many successful contractors & agencies.

Oinam Software was acquired by **MixerCast** in 2006.
- 2001 JAN — 2002 DEC (2 years)

PEERLESS SOFTWARE

Pocket PC Designer/Developer
Mumbai, India

I was eager to move onto to Internet-related work and landed my first job as a Flash Programmer-designing and developing healthcare applications for the Pocket PC devices.

At **Peerless Software**, I built Pocket PC Software Applications for physicians in the USA. I built tools for clients such as **Copaxone**, **Cipla**, and many other Healthcare Industry leaders.
- 1999 AUG — 2000 DEC (1½ Years)

RAINBOW BOOKS

Designer
Mumbai, India

I was one of the first technical hire at **Rainbow Books**. Within months of starting my first job, I took over the end-to-end process of digitizing comic illustrations and getting the printings right by working with cartoonists, printers, and distributors.