

# Reg Prahalad

## *Full Stack Web Developer*

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## INTRO

Client focused web developer with a unique blend of technical and interpersonal expertise

## EXPERIENCE

### Freelancing

<https://regneel.com/>

December 2024 – Present

Full stack web app development along with some marketing and branding work for various clients.

### Responsibilities:

- Currently assisting with the development of a web app that helps new divorcees navigate the legal system using React and Convex for <https://www.superdaddyclub.ca/>
- Branding, marketing, and website creation (static site implemented using Astro, deployed with Netlify) for <https://calgaryrenos.com>
- Occasional feature implementations for <https://calltoview.com>
- Wordpress CMS sites for a handful of small businesses such as <https://sjmbservices.com>
- Marketing gigs involving video capture and editing for various businesses, such as <https://liveinlakewood.ca/> - [example reel](#)

### Tugboat Logic (Acquired by OneTrust)

April 2021 – April 2024

<https://tugboatlogic.com/>

Senior API developer for a web based security compliance management and automation application using Python, Django, and Docker

### Responsibilities:

- Led a small team of backend developers for the new features and multi-product teams. Helped improve the team's ability to create maintainable, well tested, and better documented software.
- Regular communication with product managers, UX designers, and front-end developers to identify product improvements and planning of feature implementations in a manner that provides the most value to our clients.
- Mentoring junior/intermediate developers to help improve their knowledge of development methodologies, system architecture, and testing procedures.
- Frequent collaboration with many members from the integrations, core, architecture, devops, and QA teams.

**Technologies:** Python, Django, PostgreSQL, Docker, GitHub, Sentry

## **Alberta Tomorrow Foundation**

Nov 2020 – Mar 2021

<http://albertatomorrow.ca/>

Development of an educational land use planning application using Vue.js, Vuex, and Amazon DynamoDB

### **Responsibilities:**

- Identified and improved application performance and user experience.
- Integrated Kuula 360° virtual tours into application. Customized Kuula embed.js so that it can be used dynamically.
- Added gamification by providing badges upon completion of specific 'quest' goals, such as: creating land use planning scenarios, investigating a study area, watching a video, etc.

**Technologies:** Ubuntu 20.04, Vue.js 2.0, Vuex, AWS, Amazon DynamoDB

## **DoorBuzzing**

Dec 2016 - Present

<https://www.doorbuzzing.com/>

Created a Software as a Service (SaaS) web application for managing residential and commercial intercom systems. Users are assigned a VOIP number for the management of PIN codes, auto entry schedules, and forwarding to multiple phone numbers. Basic users are able to manage one buzzer number while Premium users can manage multiple buzzers through the web interface and with access to an API.

### **Responsibilities:**

- Used Twilio for VOIP services and sending SMS notifications regarding buzzer activity such as auto entry occurrences. Sendgrid was used for delivering reliable transactional emails.
- Utilized Django Rest Framework to provide customers with permission based API access which allows them to integrate their software with ours.
- Implemented subscription based billing with Stripe

**Technologies:** Ubuntu 14.04, Python 2.7, Django 1.9, Bootstrap 3, JQuery 2.1, HTML, Javascript, CSS, NGINX, Unicorn, PostgreSQL, Twilio, Sendgrid, Stripe

## **Nakeyan Environmental Consulting Inc. (NECI)**

Jan 2018 - Jul 2020

<https://neci.ca/>

NECI needed a way to easily manage their numerous active projects, each of which contain multiple phases, estimates, and invoices with a very specific workflow process. Each project's phase has its own cost estimate, change orders, and rate plans. The app allows subcontractors to login and easily create work items for a phase while allowing admins to use these work items for creating invoices.

### **Responsibilities:**

- Responsible for all phases of the software development including requirements gathering, designing, coding, testing, and deployment of the web application.
- Application was created in an agile manner with frequent deployments during development so that valuable client feedback could be gathered immediately.

**Technologies:** Ubuntu 16.04, Python 2.7, Django 1.11, Bootstrap 3, JQuery 2.1, HTML, Javascript, CSS, NGINX, Gunicorn, PostgreSQL, git

## Golden Acres Garden Center

May 2017 – August 2019

<https://www.goldenacre.ca/>

Developed a web application for synchronizing Golden Acre's POS system (NCR) with their online store (Wordpress and Woocommerce), in addition to implementing improvements to their online store.

### Responsibilities:

- Drastically improved performance of online store by implementing changes designed to reduce server load, such as improving caching and moving image assets to a CDN ([imgix.com](http://imgix.com))
- Implemented custom improvements to their Woocommerce online store using PHP, HTML, and Javascript
- Developed a Django application in order to synchronize their point of sale system with the Woocommerce online store, and utilized an Advanced Message Queuing Protocol (AMQP: RabbitMQ) service to queue update processes in the background so that the frontend interface isn't stalled when an update is initiated.

**Technologies:** Wordpress, Woocommerce, PHP, Python, Django, Ubuntu, PostgreSQL, rabbitMQ

## Call To View

Nov 2012 – Jun 2023

<http://calltoview.com/>

Developed a web application for managing realtors, listings, and showings. Call To View staff use the application to manage a realtor's showings on their behalf. The app has a very customized workflow and requirements for the Call To View team. It features automated voicemail retrieval from their VOIP email service, the ability to intuitively view an extensive amount of information related to a showing and listing all in one screen, automated handling of outgoing and incoming SMS and Email messages, automated daily feedback questionnaires sent to the potential home buyers, and the ability to view historical information for showings and listings in order to see which user changed what and when.

### Responsibilities:

- Gathered complex list of requirements from the client and worked together to create an effective solution for intuitively managing large amounts of realty data.
- Used Twilio to send SMS messages to showing & listing realtors, homeowners, and tenants. Utilized rabbitMQ to send bulk SMS messages in the background in order to drastically reduce page load times.
- Utilized Django Rest Framework to provide customers with permission based API access which allows them to integrate their software with ours.
- Implemented subscription based billing with CheddarGetter.

**Technologies:** Ubuntu 14.04, Python 2.7, Django 1.4, Bootstrap 2, JQuery 2, HTML, Javascript, CSS, Apache, mod\_wsgi, MySQL, Twilio, CheddarGetter

## **ALCES Group (A Landscape Cumulative Effects Simulator)**

Jun 2013 - Aug 2017

<https://alces.ca/>

Worked with a team of developers, GIS experts, and environmental scientists to create a web application for simulating land use planning scenarios. The app enables ALCES scientists to create complex simulation equations with an intuitive interface and beautiful raster heatmaps using WebGL.

### **Responsibilities:**

- Worked directly with data scientists to gather requirements and use cases.
- Developed algorithms for efficiently forecasting and backcasting large amounts of data using numpy and PANDAS.
- Worked with Bootstrap and jQuery for the client side portion.
- Used Django and MySQL for the server side portion.
- Application deployed on multiple AWS Ubuntu servers with Apache and mod\_wsgi.

**Technologies:** Ubuntu 14.04, Python 2.7, Django 1.4, numpy, Bootstrap 2, JQuery 2, HTML, Javascript, CSS, Apache, mod\_wsgi, MySQL, git

## **EDUCATION**

### **University of Alberta**

2002 - 2007

BSc in Computer Science

## **ONLINE COURSES**

**Learning How to Learn**, Powerful mental tools to help you master tough subjects - *Coursera*

Dec 2017