

ANKIT GUGLANI

EDUCATION

- Pursuing a Bachelors degree in Information Systems Management and Marketing at the Singapore Management University (Expected to Graduate: Summer 2009)

AWARDS AND SCHOLARSHIPS

- Recipient of the [Apple World-Wide Developers' Conference 2007 Student Scholarship Award](#)
- Recipient of a Merit Certificate for [code::XtremeApps::](#) 24-hour programming competition.

ACADEMIC PUBLICATIONS

- Co-authored a research paper titled "[Measuring the Commons](#)" which was presented at the [Statistical Challenges in E-Commerce Research \(SCERC\) 2007](#) conference, held at Connecticut.
- Co-authored a research paper titled "[Taking Stock of the Creative Commons Experiment](#)" which was presented at the [Telecommunications Policy Research Conference 2007](#) in Arlington, Virginia.

WORK EXPERIENCE

UOB-SMU Entrepreneurial Alliance Centre **[January 2008 – Present]**
Market Research Consultant to ACP Computer Training and Consultancy

- Leading a group of 3 to formulate, administer and analyze surveys for 4 different market segments.
- Seeking to provide insights about customer satisfaction and the appropriate brand image.

Crossroads **[November 2007 Onwards]**
Founding partner

- Co-founded a startup focusing on localized event search with partners in Switzerland and Macau.
- Pitched the idea to SMU-Business Innovation Generator (SMU BIG) and garnered mentorship & incubation

Participatory Media Lab, Singapore Management University **[November 2006 – June 2008]**
Research Assistant to Prof. Giorgos Cheliotis

- Drafted a part of the research proposal for a research grant for the project "CC-Monitor"; to study the Creative Commons movement and remix culture.
- Spearheaded the data-collection and automated it using [WATIR \(Ruby\)](#). Consolidated information from multiple sources directly into excel. Employed VBA to extract useful information and perform basic computation.
- Helped develop a methodology to estimate total license use, presently in use by Creative Commons
- Generated network plots for the CC-Mixer community and conducted Social Network Analysis

[Standard Chartered Bank, Innovation Lab \(SMU\)](#) **[September 2006 Onwards]**
Student Developer

Distributed Data Entry (DDE)

- Created a prototype Distributed Data Entry system. Automated image cropping and used Javascript to enable data entry with validation, image pre-loading, text-auto-suggest and auto-complete.
- Assisted a final year project team in the production of a scaleable version (using Java, ImageMagick, MySQL and AJAX) for consideration of adoption by the bank.

Scoop Migration / SCoop122

- Wrote Ruby scripts to automate data (user profiles, text, images, video, surveys etc.) migration from development version to production version of a [Drupal](#) based collaborative framework.

Deloitte Touché Tohmatsu

[June 2006 – July 2006]

Full time Summer Internship

- Assisted in conducting a PESTEL study and contributed toward the formulation of Mission and Vision statements for a Major Port project.
- Researched the port sector; the major ports, their backgrounds, construction, working, mission, vision etc.
- Created a large set of actionable and relevant data drawn from similar projects executed on ports internationally.

TECHNICAL SKILLS

- Productivity Applications: MS Office- including VBA, Macros and advanced Excel features.
- Databases: SQL (MySQL and Oracle)
- Web: HTML, DHTML, PHP, XML and JSP
- Programming: C, C++, C#, Ruby, Visual Basic, VB for Applications, Python and Java (J2SE)
- Scripting & Automation: JavaScript, Script It, Auto HotKey, Auto It, Python, WATIR, Automator (Mac) and AppleScript (Mac)
- Text processing: curl (& libCurl). Unix / Mac utilities - grep, awk and sed
- Testing: HTMLUnit, JUnit, Selenium and WATIR (Web Applications Testing In Ruby)
- Graphics and Video Editing: IrfanView, MS Paint, Adobe Premiere Pro, Eulid Video Editor , Final Cut Pro (Mac) and Movie Maker
- Simulation and Modeling: Rockwell Arena and Tibco Business Studio.
- Statistical Modeling: R and SPSS
- Graphical Modeling: UCInet (Net Draw, Mage and Pajek)
- Current interests: Google APIs (Gdata, Social and others) and PERL (and Regex).

ACTIVITIES

- Founding Member of Interactive & Digital Media, Special Interest Group (IDM SIG).
- Elected to the post of “Honorary General Secretary” of the [SMU Information Systems Society](#) (SISS), as a freshman (2005 – 06)
- Organizing committee member for Orientation Camp (MetamorphoSIS 2007)
- Active member of various SMU clubs, including: Campus TV, Red-Cross (certified in Standard First-Aid), Open Source Software Society, Artdicted@SMU, Sky-diving, SMUIcon etc.
- Journalist and Assistant Marketing Director for the University publication – Vié (Blue and Gold).
- Personal Relations & Corporate Communications in-charge for [PRISM](#), an SISS Publication.
- Actively involved in various university events including, Open House, Patron’s Day, SMU Run About, Vivacé / CCA day, SIS day, Innovate IT etc.
- Senior mentor for the IS200 course (Java, JSP, Alice and Visual C#).
- Audited (attended solely for learning purpose) various courses including Computer as an Analysis Tool, Networking, Introduction to Psychology, Cultural Psychology, Counseling and Facilitation etc.

COMMUNITY SERVICE

- Worked with the [Singapore Children’s Society’s](#) research and outreach center.
- Participant in the university’s biggest community service project (named [StarringSMU 07](#)) and the [National Day Parade 2007](#). Helping organize StarringSMU 08.