

NAVEEN KUMAR KATTA

Technical Product Manager | Product Manager | Software Engineer

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PROFESSIONAL SUMMARY

Software engineer and founder-led technical product builder across iOS applications, Java enterprise systems and REST APIs. Founded and led NearDeals from concept to launch, owning customer/dealer/admin workflows, requirements, prioritization, technical coordination and business execution. Combines mobile architecture, APIs, authentication, app releases and retailer operations for product and engineering teams. MCA pursuing.

PRODUCT, TECHNOLOGY & DELIVERY STRENGTHS

Product discovery and problem definition	Technical requirements and API flows	Roadmap and feature prioritization
Customer, dealer and admin workflows	Mobile architecture and release planning	Stakeholder and developer coordination
Authentication, location and notifications	Retailer onboarding and partnerships	Testing, debugging and feedback loops

EXPERIENCE

KNK Group / NearDeals

12/2024 - Present

Founder & Technical Product Builder

- Founded and shaped NearDeals, a hyperlocal electronics and home-appliance discovery platform connecting customers with nearby offline retailers.
- Owned end-to-end product work: problem discovery, ground research, requirements, customer/dealer/admin conditions, feature planning, prioritization, testing and release decisions.
- Coordinated product delivery across mobile, web and backend teams, translating business needs into clear workflows and implementation requirements.
- Led the product from concept to public launch on Google Play on 4 July 2026, with iOS and web platforms also live.
- Reached 1,000+ users, 800+ MAU, 220+ businesses and 1,500+ unique products as of October 2026.
- Managed dealer onboarding, chain-retailer relationships, local marketing, customer acquisition and product-data operations across Andhra Pradesh and Telangana.
- Defined customer journeys for nearby discovery, product search, price comparison, offers, store pages, call/WhatsApp, directions, wishlist, reviews, referrals and notifications.
- Designed dealer and chain-retailer workflows covering store/branch creation, products, pricing, offers, bulk uploads, analytics and customer-facing visibility.
- Managed production priorities including API response compatibility, pagination, push-token lifecycle, image uploads, location permissions and release stability.

Techefficio Pvt Ltd

02/2026 - 06/2026

Software Engineer

- Developed modules for training, attendance, feedback, test tracking and dealer performance.
- Built and maintained Java-based REST APIs with token-based authentication and optimized business logic.
- Designed mobile interfaces using UIKit and SwiftUI, with real-time data synchronization.

Tanama Software Pvt Ltd

11/2022 - 02/2026

Software Engineer

- Developed enterprise applications using Core Java, REST APIs and Swift for mobile integrations.
- Implemented Java backend services, JSON request/response handling, business logic and API troubleshooting.
- Built mobile screens using UIKit and SwiftUI with MVVM architecture; handled debugging, Git workflows and application deployments.

EDUCATION

B.Sc. (Computer Science) - 2020

MCA - Pursuing

LEADERSHIP & BUSINESS SCOPE

- Worked directly with retailers and chain businesses; onboarded Happi Mobiles, Select Mobiles and local electronics retailers while pursuing larger retail networks.
- Coordinated development, sales/marketing and dealer operations while taking NearDeals from concept and ground-work to a live multi-platform product.
- Used customer feedback, store requirements and local market insights to prioritize product decisions and improve discovery, comparison and offline-buying workflows.

TECHNICAL & PRODUCT SKILLS

Product and delivery	Product discovery, requirements, roadmap planning, feature prioritization, user journeys, stakeholder coordination, testing, release management, customer feedback and business operations.
Mobile	Swift, UIKit, SwiftUI, Xcode, Storyboard, Auto Layout, Size Classes, MVC, MVVM, Core Data, URLSession, Alamofire, MapKit, Core Location, APNs.
Backend and data	Core Java, Java 8, Spring Boot, RESTful APIs, JSON, JWT/token-based authentication, JDBC, MySQL, SQL, exception handling and multithreading.
Product platform coordination	React Native mobile platform coordination, React web platform, Node.js REST backend, Firebase/FCM, Google Maps, OTP, notifications, analytics, image management and production releases.
Engineering practices	Git/GitHub, unit testing, debugging, performance optimization, API integration, application deployment and App Store release processes.

SELECTED PRODUCT AND TECHNICAL DELIVERY

NearDeals - Hyperlocal Retail Discovery Platform

- Customer app experience: nearby stores, product search, price and offer discovery, store details, calls, WhatsApp, directions, wishlist, reviews, notifications and referrals.
- Dealer ecosystem: single-dealer and chain-dealer onboarding, branches, products, offers, bulk uploads, analytics, redemption and retailer visibility.
- Platform operations: authentication, OTP, location discovery, push notifications, image handling, pagination, production releases and API compatibility.

NEARDEALS PRODUCT SCOPE

Customer experience

Nearby stores and products, local search, price/offer comparison, store details, call/WhatsApp, maps and directions, wishlist, reviews, referrals and notifications.

Dealer ecosystem

Single and chain dealers, branches, product catalogue, pricing, offers, bulk upload, analytics, visibility, partnerships and reward/redemption workflows.

Platform operations

OTP/authentication, Firebase/FCM, location, visual search/OCR, image management, pagination, API compatibility, token lifecycle and release stability.

Maruti Suzuki - iTrain and ExTrac Enterprise Applications

- Training, attendance, assessment, feedback, sales, exchange, refurbishment and dealer-performance workflows.
- Java REST APIs, secure authentication, face-based attendance integration, business rules and performance optimization.

SELECTED ENGINEERING CAPABILITIES

- Implemented secure authentication, JSON request/response handling, API integrations, error handling and backend/mobile troubleshooting.
- Built location-based features with MapKit/Core Location and push updates with APNs; supported real-time data synchronization where required.
- Worked with Core Data, search and performance optimization, application debugging, Git workflows, unit testing, deployments and App Store release support.

Additional application domains

Travel booking (CheapToGo), healthcare and diagnostics (Healthians), digital lending (Selfe Loans), e-commerce (Daraz) and media (Plexamp).

CAREER POSITIONING

Target roles: Technical Product Manager, Product Manager, Product Owner, Software Engineer (Java/iOS), Product Operations Manager and Founder's Office - Product & Strategy roles.

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