

VISHAL BALACHANDRAN

(+91) 93607 07582 ◊ vishalb250601@gmail.com ◊ Bengaluru, India (Open to Remote)

PROFILE

Android Developer with 4+ years of experience in ad monetization systems, OpenGL rendering, and scalable SDK architecture. Experienced in building high-performance video pipelines and monetization engines (offerwalls, bidding + waterfall). Currently managing 14+ production apps, handling releases, Play Billing (products/subscriptions), and large-scale monetization experiments.

WORK EXPERIENCE

GreedyGame Media Pvt Ltd

Jun 2025 – Present

Android Developer (Bengaluru)

- Orchestrated scalable offerwall system increasing conversions 35% with fraud-resistant reward tracking.
- Engineered custom AdMob adapters boosting fill rate 22% via proprietary mediation demand.
- Devised hybrid bidding + waterfall system increasing eCPM 28% through real-time prioritization.
- Instituted incentivized app flows improving engagement 40% with reward validation pipelines.
- Consolidated MMP integrations improving attribution accuracy 25% and ROI tracking.
- Fortified Play Integrity enforcement reducing fraudulent installs 60% across high-risk geographies.
- Streamlined ad request lifecycle cutting latency 150ms and improving fill consistency 18%.
- Modularized monetization SDK modules reducing integration time 50% across apps.

Brochill - Ferbotz Innovations Pvt Ltd

Jul 2024 – Jun 2025

Android Developer (Remote)

- Spearheaded Neurad SDK overhaul, leading to 80% monetization uplift across 50+ live app integrations.
- Integrated 12+ ad networks improving fill rate 25% via intelligent eCPM prioritization.
- Re-engineered config service achieving 99.99% uptime and 2x faster delivery.
- Reduced app cold boot time by 70% through memory and lifecycle optimizations.
- Upgraded fallback mediation increasing eCPM 22% across top geographies.
- Designed server-driven UI system reducing release cycles from 4 days to 1.5.

Brochill Internet Pvt Ltd

Nov 2022 – Jun 2024

Android Developer (Hyderabad)

- Built dynamic SDUI engine reducing release cycle from 7 days to under 2.
- Boosted rendering stability 40% on low-end devices via OpenGL optimizations.
- Transitioned monetization stack to AppLovin Max doubling ARPDAU in Tier-1 markets.
- Enabled real-time branded overlays across 30+ campaigns using Lottie rendering.
- Rewrote OpenGL pipeline achieving 60FPS 720p video processing.
- Reduced APK size by 18.4MB through aggressive asset and code optimization.

- Delivered 6 production apps in 4 months using MVVM and modular architecture.

EDUCATION

Institute of Hotel Management, Chennai (IHM)

B.Sc in Hospitality and Hotel Administration

Jun 2019 – Jun 2022

Score: 70%

ACHIEVEMENTS & CERTIFICATIONS

Google-certified Android Developer (Aug 2022).

Delivered highest monetization uplift (2.2x eCPM) across internal ad experiments.

Reduced SDK crash rate from 2.8% to 1.1% via lifecycle modularization.

Enabled remote A/B experimentation across 25+ apps using config-driven systems.

Increased ad delivery success rate from 85% to 96.2% using fallback logic.

Built monetization experimentation framework driving multi-app revenue validation cycles.

Published 5+ open-source SDKs with 5K+ active developer usage.

SKILLS

Languages: Kotlin, Java, JavaScript, TypeScript, XML, SQL

Android: Jetpack, Room, ViewModel, Navigation, Coroutines, Flow

Rendering: OpenGL, MediaCodec, Shader Programming, Lottie

Networking: Retrofit2, OkHttp3, Ktor Client

Ads: AdMob, FAN, AppLovin, Unity Ads, AdManager, InMobi, Pangle, Offerwall

Cloud/Infra: Firebase, AWS, GCP, Docker, GitHub Actions, Nginx, Cloudflare

Backend: Node.js, Express, MongoDB, MySQL, REST APIs

Tooling: Hilt, Dagger2, Crashlytics, ANR Debugging, CI/CD, mmp

Play Console: Release Pipelines, Play Billing Integration, IAP/Subscriptions, Track Management

OPEN SOURCE CONTRIBUTIONS

@ferbotz/rekon - Remote config SDK with RBAC | TypeScript

@ferbotz/auth - OAuth 2.0 SDK with token lifecycle | TypeScript

@ferbotz/certify - JWT decoding microservice | Node.js

PROFILES

LinkedIn: [linkedin.com/in/vishal250601](https://www.linkedin.com/in/vishal250601)

GitHub: github.com/lahsiv25

Portfolio: portfolio-vishalb.web.app