PRIYARAJA ASOKAN

Enterprise Solution Architect | Platform & Cloud Architecture Leader
Chennai, India | mailtoapr@gmail.com | +91 9080404066 | linkedin.com/in/apriyaraja

23 years. Dozens of enterprise programs. One consistent thread — cleaning up the architecture so everything else can move faster.

I've spent my career in the messy middle where business ambition meets technical reality. At Wipro, I untangled Fortune 500 integration nightmares. At Hyundai, I rebuilt vehicle data pipelines that needed to scale 5x without anyone noticing. At disprz, I turned integrations from a sales blocker into a competitive advantage. Now at loanDNA, I'm modernising a live lending platform while keeping the business running.

What I bring isn't just architecture, it's the ability to walk into ambiguity, understand what the business actually needs, make practical technical decisions, and build teams that can execute and sustain them.

WHERE I'VE MADE THE BIGGEST DIFFERENCE

loanDNA	Took a vendor-dependent lending platform to full internal ownership in 6 months. Accelerated loan onboarding by 25% using Azure AI — without breaking what was already running.
disprz	Built reusable integration accelerators that cut enterprise onboarding timelines by 40% and directly contributed to a 20% increase in RFP win rates. Architecture became a sales tool.
Hyundai Motor America	Rebuilt connected vehicle data pipelines using event-driven architecture — cut processing latency by 50%, unlocked 5x volume growth, zero service degradation.

PROFESSIONAL EXPERIENCE

Head of Platform Architecture *Oct 2025 – May 2026*

loanDNA Private Limited | Chennai, India

loanDNA runs a live, mission-critical lending platform. When I joined, it was heavily dependent on external vendors with limited internal architecture governance. My job was to change that — without disrupting business operations.

- Moved the entire platform from vendor dependency to internally governed engineering — architecture standards, governance models, operational continuity — within 6 months.
- Rebuilt the software delivery pipeline: CI/CD, infrastructure-as-code, Azure DevOps. Deployment errors dropped by 40%. Releases stopped being events people dreaded.
- Integrated Azure AI and Document Intelligence to automate loan onboarding workflows — 25% faster processing, with a foundation that can scale further.
- Defined microservices standards covering scalability, resiliency, security, and observability — giving the engineering team a consistent playbook to build against.
- Established centralized monitoring using Azure Monitor and RBAC controls. Incident response time dropped by 60%. Achieved compliance readiness ahead of schedule.

Lead Architect *Jul 2022 – Jul 2025*

Heuristix Digital (disprz) | Chennai, India

disprz serves 250+ enterprise customers on a SaaS learning platform. The integration layer was a constant friction point — every new enterprise customer meant a custom integration project. I fixed that.

- Designed a cloud-native multi-tenant SaaS architecture supporting scalable APIs, distributed integrations, and extensible platform capabilities.
- Built reusable middleware accelerators and API frameworks across major HRIS and analytics ecosystems — onboarding timelines dropped by 40%.
- Turned integration capability into a sales asset. Plug-and-play integrations contributed directly to a 20% increase in enterprise RFP win rates.
- Introduced analytics-driven customer success architecture — correlating user engagement and learning outcomes with client KPIs. Enterprise churn reduced by 15%.
- Led platform modernisation to improve scalability, engineering efficiency, and long-term architectural sustainability.

Principal Architect *Mar 2014 – Jul 2022*

Wipro | New Jersey, USA

Eight years, Fortune 500 clients, complex integration landscapes. The work here was rarely greenfield — it was untangling what existed and making it work properly.

- Designed enterprise-scale distributed architectures integrating CRM, enterprise applications, and middleware platforms using API-led and event-driven patterns.
- Built centralized cloud-hybrid CRM integration for ADT-Tyco Security Services — consolidated customer, scheduling, and billing ecosystems across North America.
- Improved customer issue resolution timelines by 40% through unified enterprise data and customer intelligence frameworks.
- Mentored global engineering teams of 5 to 50 people while driving architecture governance and agile delivery across enterprise programs.

Enterprise Architect *May 2013 – Feb 2014*

Hyundai Motor America | California, USA

Connected vehicles generate enormous volumes of real-time data. Hyundai's existing systems weren't built for that scale. My job was to change the architecture before the volume arrived.

- Architected integration ecosystems connecting CRM, ERP, telematics, analytics, and digital customer platforms.
- Modernised connected vehicle backend using event-driven architecture and real-time messaging — vehicle data latency reduced by 50%.
- Enabled 5x growth in connected vehicle volume without service degradation. New digital service capabilities deployed faster.
- Instituted release governance standards and integration best practices that improved operational stability across the platform.

EARLY CAREER

Technical Architect / Solution Architect *Nov 2005 – May 2013*

IBM | California, USA

- Led enterprise solution design for Virgin Mobile (Sprint) — integrating Siebel CRM, middleware, billing, and partner platforms.
- Integration Specialist for Oracle CRM transformation at AT&T and NYCHA enterprise modernisation programs.
- Built Java middleware components enhancing interoperability and large-scale transaction processing capabilities.

Senior Software Engineer *Nov 2004 – Oct 2005*

Sun Microsystems (STC) | Hyderabad, India

- Lead Analyst and Emergency Software Developer for EGate (SeeBeyond / Oracle Fusion) enterprise middleware environments.
- Resolved critical enterprise incidents and delivered advanced second-line production support for integration-heavy ecosystems.

Application Developer *Nov 2002 – Nov 2004*

OpenText (Cordys) | Hyderabad, India

- Developed enterprise data models, desktop applications, and mobile solutions supporting middleware, ERP, and CRM ecosystems.
- Contributed to business process automation and scalable enterprise integration frameworks.

TECHNICAL SKILLS

Cloud & Platforms: Azure | AWS | GCP

Architecture: Enterprise & Solution Architecture | Distributed Systems | Event-Driven Architecture | Microservices | API-Led Integration | Real-Time Processing | Multi-Tenant SaaS | High Availability | Platform Engineering

DevOps & Infrastructure: Azure DevOps | GitHub Actions | CI/CD | Infrastructure-as-Code | Docker | Kubernetes | Observability | Azure Monitor | RBAC

AI & Automation: Azure AI | Document Intelligence | Intelligent Automation Workflows

Enterprise Platforms: Salesforce | Siebel | Odoo | CRM/ERP Integration | Telematics Systems

Programming & Middleware: Java | .NET | JavaScript | ESB | OpenText | SeeBeyond | Oracle Fusion

Data & Analytics: SQL Server | Oracle | Power BI | Data Integration | Analytics Architecture

SELECTED ENTERPRISE PROGRAMS

Virgin Mobile | *Carrier Global* | *Petco* | *Royal Caribbean* | *Tyco International* | *Hyundai Motor America* | *AT&T* | *New York City Housing Authority*

EDUCATION

Bachelor of Engineering (B.E.) – Information Technology | Kumaraguru College of Technology, Bharathiyar University | 1999–2002

Diploma – Computer Technology / Systems Technology | Thiagarajar Polytechnic, Tamil Nadu State Board | 1996–1999