

Car-sharing service platform greenfield build

Client Car-sharing service
Role Solution Architect, Project Manager
Period 2015-07 — 2017-02

CONTEXT

Standing up a complete car-sharing operation from zero — no existing infrastructure, no codebase, no team. Required simultaneous decisions on technology stack, cloud strategy (AWS was not yet standard practice in 2015), IoT integration approach, team assembly, and phased rollout under competitive market-launch pressure.

APPROACH

Framed the build as a system-integration challenge, not just an app build. Designed a five-layer architecture: user-facing (mobile + web portal), business logic (trip lifecycle, payments, billing), real-time IoT data (in-car sensors), external integrations (payments, navigation), AWS cloud infrastructure. Assembled and led a focused 5–7 person team. Phased the engagement: requirements → architecture → development → cloud migration and launch.

OUTCOME

Led the greenfield build of a car-sharing service platform from concept to production launch in 20 months — IoT-integrated fleet management on AWS, iOS and Android apps, scalable foundation for rapid fleet growth.

- Fully operational car-sharing service launched on schedule, with mobile apps, fleet portal, IoT integration, and AWS foundation.
- Scalable architecture supported rapid fleet and user growth without rearchitecting.
- Early AWS adoption (ahead of 2015 industry curve) gave the operator higher reliability and lower infrastructure overhead than on-premise competitors.

KEY RESULT

Led the greenfield build of a car-sharing service platform from concept to production launch in 20 months — IoT-integrated fleet management on AWS with iOS and Android apps; foundation supported rapid fleet and user growth without rearchitecting.