

# DUSHYANT SEWAK

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## Professional Summary

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Proficient Hindi language expert, translator and localization specialist with strong understanding, extensive knowledge and hands on experience in translation/review/linguistic QA. Having a background of copywriting and journalism, I am also seasoned in Transcreation and cultural adaptation of source text.

## Skills

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- Graduate and Post Graduate in Mass Communication with 15+ yrs. of experience in various domains
- Proficiency, command and strong flair for translation in Hindi from American or British English source with strong proof reading and editing skills
- Proactive in learning about new technologies and a quick learner with par excellent grasping power
- Proficient in CAT tools like SDL Trados Studio, Idiom Desktop Workbench, SDL World Server, MemoQ etc.
- Complete knowledge of QA infrastructure along with tools and processes required for linguistic on-device QA
- Strong understanding of the whole localization and internationalization cycle of mobile OS and UI and ability to handle mass level project and managing a team too

## Work History

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### Language Manager (Contractor)

03/2021 to Current

#### Duolingo – Remote

Duolingo is world's leading language learning app with over 42 million users and 95 courses in 38 languages. I am working as a Hindi Language Manager for it's English through Hindi course.

Responsibilities include:

- Responsible for overall quality of translation of app strings, web and help content
- Acting as a mentor and point of contact for linguistic and functional queries of the team
- Creating, updating and maintaining Style Guide
- Quality checking for weekly strings, upgrading the quality of existing translation through term updates, style changes and in-context reviews
- Transcreation of marketing materials like newsletters, Duolingo user notifications, emailers and other miscellaneous materials

## **Language Manager Hindi**

07/2020 to 02/2021

### **Welocalize** – Remote

Worked as Hindi Language Manager at Welocalize on the localization project of world's top personal messaging service's platform.

- Quality checking of weekly app strings & help content translation. Making sure that the translation quality is at par with client's expectations
- Acting as a guide and helping the team with translation related or technical queries
- In-context review and LQA. Reviewing the content and providing feedback through LQA Sheets
- Maintaining and upgrading the translation quality of the work done by the team through mentoring, JIRA based performance analysis and regular feedbacks in real time basis
- Transcreation of marketing materials, especially challenging materials like promotional videos, social media posts, posters, banners, advertisements, newsletters, emailers & other miscellaneous content
- Transcreation of client's blog posts called User Stories in which the users describe their journey of success and the role, client's platform played in achieving it
- Periodic updation of Style Guide and other linguistic conventions
- Liaison with client's Language Lead in matters related with quality, term updates, style updates etc.

## **Language Lead Hindi**

01/2019 to 06/2020

### **Fidel Softech Pvt. Ltd.** – Pune, MH

Worked as Language Lead on the localization project of world's largest technology company's mobile and computer OS and other associated software and apps. This was my second tenure with this employer on the same project. Responsibilities include:

- Reviewing, proofreading, quality checking of the translation of proprietary computer & mobile OS of the client, it's help sections, it's second party and third party software and apps
- Having weekly or bi-weekly calls with client's in-house Lead and acting as a liaison between the client and the employer in linguistic or administrative matters
- Mentoring the team, acting as one point contact for all the queries, linguistic, technical, administrative, compliance related or others
- Training new resources, preparing training modules for new recruits
- Preparing weekly and monthly reports regarding performance of the team, overall project stats and preparations for coming weeks and months
- Project Management, allocation of tasks, maintaining a steady flow of the output
- Upgrading existing resources' quality through regular feedbacks and quality check sheets

**International Software Quality Engineer**

12/2017 to 12/2018

**Globetec Pvt. Ltd., Ireland** – Cork, Ireland

Worked at the headquarters of world's largest technology company as International Software Quality Engineer (LQA) through Globetec Pvt. Ltd. as a third party contractor. Responsibilities include:

- Linguistic and functional quality testing of client's OS (mobile and computer)
- Quality testing (on-device and in-context) of localization done by translation vendors
- Holding regular meetings with translation vendors, client's in-house Lead and the QA team and discussing on various aspects of project and quality of the translation
- Writing linguistic or functional bugs as per testing done by set guidelines through client's proprietary tools

**Senior Translator & Language Lead Hindi**

11/2014 to 11/2017

**Fidel Softech Pvt. Ltd.** – Pune, MH

Joined Fidel Softech Pvt. Ltd. as Senior Translator and got promoted to Language Lead in January 2016. This was my first tenure here. During my time here, I looked after localization project of world's largest technology company's mobile and computer OS and other second and third party apps.

Responsibilities include:

- Translation of of client's mobile and computer OS and other second and third party softwares and apps in Hindi
- Managing translation workflow with in-house team
- Managing translation work flow with external vendors
- Troubleshooting and mentoring the teams regarding translation, style and terminology issues
- Preparing and maintaining Style Guide for the project
- Setting linguistic guidelines and overseeing that the localized product meets the quality standards and is in accordance with Style Guide
- Fixing bugs raised by LocQA team at the client's end and making necessary changes as suggested by them
- Co-ordination with the client regarding the project's deadlines and linguistic conventions to be followed

**Freelance Translator**

12/2011 to 11/2014

**Miscellaneous** – Pune, MH

Worked as freelance translator for various local and international agencies. Worked on a variety of domains like Marketing, Education, Agriculture, Training, Banking and Finance, Life Sciences, Clinical Trials, Medical, Legal etc.

**Senior Copywriter**

03/2011 to 12/2011

**Deepak Advertising** – Indore, MP

Worked at Deepak Advertising, Indore (M.P. India) as a Senior Copywriter. Responsibilities include:

- Writing creative copies for print ads for local clients of various genres like Automobile, Education & Real Estate sector.
- Generating ideas to create sales oriented advertisements with equal weightage to creativity.
- Taking complete ownership for a particular campaign and performing tasks like meeting the client, taking the note and follow ups regarding the corrections and add-ons for the same.
- Gaining an insight into clients' marketing requirements and giving appropriate solutions for the same.

**Senior Executive, Content**

06/2010 to 02/2011

**CH Edgemakers Pvt. Ltd.** – Indore, MP

Worked at CH Edgemakers in Content Development domain. Primarily working as Compiler and Editor of their monthly and yearly magazine for students studying for MBA entrance exams.

Responsibilities include:

- Preparing content for current affairs and general knowledge
- Preparing PPT(s) for GK sessions for CAT and other MBA entrance examinations
- Conceptualizing and generating content and rewriting articles for monthly magazine of CHEM named "Enrich"
- Translation of reading material for Bank PO and other competitive exams from English to Hindi for Hindi medium students.

**Senior Copywriter**

03/2009 to 06/2010

**Recharge Advertising Pvt. Ltd.** – Indore, MP

Worked as Senior Copywriter. Responsibilities include:

- Written rhymes for children and actively associated in developing a central character "PARI" and written a number of rhymes for book series "Poems by Pari" which is also adapted as i-Phone and Android applications. Rhymes were written in English and Hindi, both and apps and books are also available in both the languages.
- Writing creative copies for print ads posters and brochures
- Preparing creative Corporate Presentations and Sales oriented PPTs for various clients
- Conceptualizing themes for events and writing copies for anchors and coordinating with Events team for smooth flow of event
- Undertook various rural advertising and rural marketing campaigns and carried them out successfully for clients like Dhanuka Agritech and Idea Cellular

**Copywriter**

02/2008 to 01/2009

**Srijan Advertising** – Indore, MP

Joined advertising industry as Copywriter. Responsibilities include:

- Writing creative copies for prints advertisements
- Generating concepts, visualization and preparation of print ads, brochures and various other POP materials

**City Reporter**

11/2005 to 06/2007

**Dainik Bhaskar** – Ujjain, MP

Worked as City Reporter for India's leading Hindi daily, Dainik Bhaskar. Responsibilities include:

- Reporting city events and preparing news stories based on various concepts
- Page making and proof reading
- Handling regional desk and coordinating with regional reporters for the bureau pages
- Editing & translation of News stories from agencies on daily basis and adapting them according to the size available and quality standards of Dainik Bhaskar in Hindi

**Education**

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**Master of Arts:** Mass Communications**School of Journalism And Mass Communication** - Indore

Studied at Devi Ahilya University, Indore's Department of Journalism. Class 2008-2010.

**Bachelor of Arts:** Journalism**Makhanlal Chaturvedi University of Journalism** - Noida

Graduated in Journalism from MCRPV, Noida. 2001-2004 batch.

**Higher Secondary****Nootan Higher Secondary School** - Neemuch, MP**Secondary School (10th)****Carmel Convent School** - Neemuch, MP