

How an ePortfolio company runs Cloudimage for million of users

The Company

Portfolium provides students and alumni with a tool to visually showcase their skills and competencies to potential employers. Students and alumni create a digital portfolio of their academic and professional accomplishments, including projects, presentations, and papers. The interface highlights talents and achievements that are not easily captured on a traditional resume. Employers can enhance their recruiting by matching available jobs and internships to students and alumni who demonstrate the skills they are seeking.

Launched in 2014 by an Aerospace engineer, Adam Markowitz, Portfolium grew out of a need to better showcase one's skills beyond a mere list of college courses and GPA on his resume. Portfolium has since grown into an international network of over 180 universities and community colleges, helping over 2.5 million students share a more complete picture of their academic and professional potential. Portfolium is backed by SJF Ventures, University Ventures, Vertical Ventures, and Seed San Diego.

The Challenge

Portfolium has a current base of more than 2.5 million users, each of whom can display an unlimited amount of projects with multiple images per project. Portfolium needs to resize almost every image published by their users to be displayed in specific formats. The images need to be in at least six form factors for a good browsing experience on any type of laptop, tablet, or mobile device.

On top of these requirements, the Portfolium team expects to increase their user base to 10 million users within 12 months. They need to rapidly scale their entire infrastructure and, of course, their image resizing capacities.

Portfolium



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Daniel Marashlian
CTO of Portfolium Inc.

The Solution

To support the fast-growing need for image resizing, Portfolium chose Cloudimage. Daniel Marashlian, CTO and Co-Founder of the Portfolium, explains in a few words why he picked Cloudimage:

A time-saving and cost-effective solution

Marashlian can explain it in one sentence: "Cloudimage not only saved us hours and hours of custom development to write our own solution to handle dynamic images, but also hours of integration because it was done in just one day!"

An easy-to-use interface

Cloudimage has examples of resizing on its website, and one does not need to sign up for an account to play with it or understand how it works. For Marashlian, "WOW... that's so easy! It doesn't need a custom implementation or a SDK. The only thing needed is your image URL and it is done".

A seamless experience

After two years of partnership, Marashlian is very happy about Cloudimage's cost effectiveness, simplicity, and scalability. In his own words: "It's been working so well that I forgot we even implemented it."

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