

How an ePortfolio company runs Cloudimage for million of users

Portfolium

Industry:
ePortfolio

Size:
500 employees

Headquarters:
San Diego, California



Daniel Marashlian
CTO of Portfolium Inc.

Case Study Highlights



> 2 years
of partnership



Cost-effective,
simple, scalable



1 day
implementation

Launched in 2014, 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 needs to resize almost every image published by its 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.

To support the fast-growing need for image resizing, Portfolium chose Cloudimage.

- A time-saving and cost-effective solution
- An easy-to-use interface
- A seamless experience



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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 its 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.

The Solution

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

- 1. A time-saving and cost-effective solution:** Marashlian can explain it in a 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!"
- 2. 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 an SDK. The only thing needed is your image URL and it is done".
- 3. 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."

Discover other success stories with Cloudimage [here!](#)

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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.

