**Principal Software Engineer/Team Lead at ,Ukrain**

# PROFILE

10+ years of experience in software design, architecture, development and maintenance of high transactional business applications. Considerable experience in managing projects, leading software development team and developing business critical application in onshore offshore model. Currently functioning as Principal Software Engineer/Team Lead with CIKLUM , seeking challenging assignments with an organization of repute

Accomplished in the areas of end-to-end software development right from requirement analysis, project scheduling, collaborating with teams, developing software solutions and deploying customized solutions for clients.

Skilled in defining, leading and driving software project operations effectively, through the implementation of several dynamics including Software Architecture & Design, Software Development ,Strategic Execution Plans, Task & Resource Allocation, Team Management, Performance Monitoring , Progress Reviews, Code review , R&D.

# OBJECTIVE

To work in a congenial and competitive environment and grow as a proficient, innovative and committed person and to contribute my professional skills to an esteemed organization that offers the opportunity to utilize my expertise in overseeing the design and implementation of high quality applications using Microsoft .NET Technologies.

# EDUCATION

**National University of Modern Languages, Pakistan**

Masters in Computer Science, Jan 2005

**Quaid-e-Azam University Pakistan**

Post Graduate Diploma in Computer Science, Sep 2001

**University of Punjab, Punjab Pakistan**

Bachelor of Science, Sep 2000

# LANGUAGES

**Urdu –** Mother tongue

**English –** Excellent reading, writing and speaking

# SPECIALIZED SKILLS

|  |  |
| --- | --- |
| Languages | C#.Net, VB.Net , Objective C++,XML, VB6 |
| Tools | Microsoft Project , Microsoft Visio ,JIRA , Confluence |
| DBMS | SQL Azure, MS SQL Server 2005/2008, MS Access, Oracle 9i, SQLite |
| Web Technologies | Microsoft Cloud Services (Windows Azure Platform),ASP.NET MVC4, ASP.Net 4.0,HTML 5,XHtml,JavaScript,JQuery,JQuery UI, Ajax, WCF ,Web Services, Infragistics,AngularJS,Bootstrap |
| Framework | Microsoft.NET Framework 3.5/4.0,Windows Workflow Foundation, Microsoft Entity Framework 4.0,Cocoa Framework for Mac /iPhone Development |
| Environments | Windows Vista/7/8 , Mac OS X Leopard/Snow Leopard , Windows Server 2003/2008 |
| Dev. Environments | Microsoft Visual Studio.NET 2008/2012,XCode 5, Interface Builder, Visual Studio 6.0 |
| Reporting Tools | Crystal Reports 10,Crystal Reports .NET, Microsoft Reporting Services 2005/2008, TIBCO Spotfire Analytics |
| Others | Microsoft Team Explorer,Git,JenKins, Microsoft Enterprise Library(Data Access & Exception Handling Application Block) |

# PROFESSIONAL EXPERIENCE

**Principal Software Engineer/Team Lead**, Pakistan (Jan,2007 til Present)

**Software Engineer** , InfoSpan Inc**.** Pakistan (Jan,2006 to Jan,2007)

**Assistant Programmer**, Pakistan Broadcasting Corporation,(Aug,2004 to Jan,2006)

# ACHIEVEMENTS

* Most prestigious award of the company (Ciklum) "**The Shining Star of the Year**" 2014
* **Letter of Appreciation** from Ciklum on commitment, dedication, hard work and assuring timely readiness of work of my team.

# PROFESSIONAL PROJECTS

* **Project**

Eovendo Denmark (Online Sales & Marketing Application)

**Technologies**

Microsoft ASP.Net MVC 4,JQuery,JQuery UI, Ajax , Web Api, SQL Azure, HTML 5, CSS 3,.Net Framework 4.5 ,C#.Net, XML ,WCF, Web Services, Redis Cache, Angular JS, Bootstrap, Azure Cloud Hosting

**Project Brief**

Eovendo is a program that pays users to see and evaluate advertisements online. Users can take advantage of bargains, get samples and discount coupons, watch commercials, sign up for newsletters, answer questionnaires, and more.

Whatever user do, there's money to be made. The money earned by user can be get paid via PayPal, donate to a charity or pass on to a sports club. Eovendo application comprises of different components like public website, advertiser website, admin website, Email Service, Publisher, Reporting Service, Payment Service, Playlist Builder, Content Moderator Application, Eovendo Dashboard, Mobile and Tablet application etc. Eovendo has migrated its entire solution from conventional hosting to **Microsoft Cloud Services (Windows Azure)** which required re-design and re-implementation of some of components

**Responsibilities**

* Function as Team Lead/Architect of web project involved in identification & management of project dependencies/ critical path, planning& scheduling of project schedules and milestones
* Managing team of 8-10 developers and providing technical consultation regarding design & architecture, task assignment, code review.
* Involved in designing & modeling web application/ software architectures, configuration/ implementation of Windows Azure role based cache cluster
* Manage internal and external expectations in line with project critical success factors.
* Worked closely with project team members to propose solutions for client’s anticipated needs
* Acquisition, assessment, assignment and management of the resources required for the project/team.
* Implemented Claim-based architecture to delegate authentication/ authorization logic using Windows Identity Framework. Design Eovendo web client application & migrate Eovendo components to cloud environment
* Guide team members in resolution of critical technical issues related to projects
* Liaise with agile feature/product design process working with cross-functional teams including Product Management, QA and Operations& Support
* **Project**

Eovendo Denmark (Online Advertiser Application)

**Technologies**

Microsoft ASP.Net 4,JQuery, ASP.Net & Infragistics Net Advantage for ASP.Net, Ajax, SQL Server 2008, XHTML, CSS,.Net Framework 4.5 ,C#.Net, XML ,WCF, Web Services, LINQ to Entities, Memcache

**Project Brief**

Advertisers can create numerous campaigns on several media platforms at the same time and thus create synergy between the different campaign platforms. Eovendo-Advertiser can create movie, digital catalogue and email campaign. Through the Eovendo directory, advertisers can get a quick conspectus over their running campaigns and learn more about other advertising opportunities. Advertisers can create campaign to the targeted people who are interested in their type of product.

**Responsibilities**

* Optimized web application using cloud based load testing tools
* Deployed web application in web farm environment & customization of application to support load balancing
* Focused on re-factoring of legacy application code, implementation of JavaScript libraries to enhance user interface and user experience
* Liaised with Facebook Graph API, Facebook C# SDK, Twitter API to connect Eovendo application with Facebook and Twitter
* Developed User Controls in ASP.NET and ASP.Net Server Controls to reduce implementation time, re-use common business features and bring consistency to the UI
* **Project**

Eovendo Denmark (Mac client Application)

**Technologies**

XCode4.0, Interface Builder, Cocoa Framework and Libraries

**Project Brief**

Eovendo main client application for Mac OS is container application which hosts Microsoft Silverlight application. Due to security constraints of web application like file storage on local disk , accessing network resources ,file access etc, Mac Container interacts with Silverlight application through pre-defined commands and perform tasks requiring access to local resources.

* **Project**

ZOOMIO Denmark (Spotfire Analytics)

**Technologies**

Microsoft ASP.Net, Ajax, SQL Server 2005, XHTML, CSS,.Net Framework 2 ,C#.Net, TIBCO Spotfire Analytics, SQL Server Reporting Services

**Project Brief**

ZOOMIO Analytics offers a solution to empower email marketing and securing ROI – Return-of-investment. ZOOMIO Analytics can optimize results of email marketing. The ZOOMIO Analytics solution gives useful information and enables not only to optimize campaigns and improve ROI but also evaluate and optimize across campaigns.

**Responsibilities**

* Functioned as Team Lead of Zoomio Analytics & Workflow Designer project
* Focused on performance enhancements through profiling of bottlenecks, implementing algorithm improvements and designing new algorithms from scratch
* Integrated application with external systems using a combination of web services and APIs
* Developed Business Intelligence using SQL Server Reporting Services & TIBCO Spotfire
* Designed & implemented advanced dashboard reports including graphs and aggregate metrics
* Conducted training sessions & led developers of UI team. Managed Change Requests
* **Project**

ZOOMIO Denmark (Zoomio Campaigner)

**Technologies**

C#.Net, ASP.Net MS SQL Server 2005, XML, Microsoft Reporting Services 2005

**Project Brief**

Zoomio's "Zoomio Campaigner" provides marketers with a powerful and intuitive platform for building/ implementing multi-channel marketing campaigns. Delivered as a ready-to-run browser-based application that eliminates the need for software installation and maintenance costs, Zoomio Campaigner enables companies to build and execute marketing campaigns that can combine track able e-mails, web forms, telemarketing, and traditional campaigns. Zoomio Campaigner automates the process of qualifying sales leads by enabling users to create a workflow-based campaign that leverages proven processes in marketing and automated customer interaction vehicles, enabling the continuous, systematic development of profitable relationships with prospects and customers

* **Project**

ZOOMIO Denmark (Workflow Designer)

**Technologies**

Visual Studio.Net, XML, MS CRM 3.0, WWF Extensions

**Project Brief**

Zoomio Workflow Designer is built on Microsoft Workflow Foundation. It is a Wish/Dream Software for Workflows Designing for Zoomio Connector Service. It facilitate user to create Workflows, Activities and Rules with ease of use. It contains Global Mapping Generator by using which a user can create standard workflows by just a click. It was the ranked as most innovated software at Microsoft Convergence Exhibition Copenhagen 2007

* **Project**

CRM Connector (Notification Service)

**Technologies**

Visual Studio.Net, XML, MS CRM 3.0, WWF Extensions

**Project Brief**

Zoomio Connector Service connects and synchronies Zoomio Campaigner and Microsoft CRM. It receives events and executes corresponding workflows. Workflows consist of Activities and Rules.CRM Connector is also responsible to migrate data from Zoomio Campaigner to CRM.

**Responsibilities:**

* Functioned as Team Lead of Zoomio Analytics & Workflow Designer project
* Focused on performance enhancements through profiling of bottlenecks, implementing algorithm improvements and designing new algorithms from scratch
* Integrated application with external systems using a combination of web services and APIs
* Developed Business Intelligence using SQL Server Reporting Services & TIBCO Spotfire
* Designed & implemented advanced dashboard reports including graphs and aggregate metrics
* Conducted training sessions & led developers of UI team. Managed Change Requests
* **Project**

Lead Management System

**Technologies**

Microsoft ASP.Net, SQL Server 2005, XML, CSS

**Project Brief**

System designed to maintain flow of leads/ contacts in the database, lead management with all agents, email campaigns for marketing and financial reporting of transactions. The system is responsible for assigning pending lead to agents, view leads at glance, create, edit, delete leads, marketing campaign, sales history, calendar, events and to-do tasks etc

**Responsibilities**

* Involved in analysis, design, development and delivery of new requirements including maintenance of existing application
* Worked on database administration like backup ,indexing , exports etc

**Other Project**

* No Border Ukraine Financial Services Solution
* Dangaard Denmark –Online Web shop
* Integrated News Processing Application
* Automated News Monitoring System
* Official Website of Pakistan Broadcasting Corporation

# PERSONAL DETAIL

**Current Location:** UAE

**Visa Status:** Visit Visa

**Date of Birth:** 15 May, 1979

**Languages:** Urdu, English

**Educational Level:** Masters in Computer Science

**Experience:** 10+ Years in the field of software development

**Marital Status:** Married

**Nationality:** Pakistani

# OTHER INTERESTS

Reading Books, Hiking, Playing Badminton, Cricket

**First Name of Application CV No:** **1665834**

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