# AMEENUDDIN ATIF MOHAMMED

# **Achievements**

#### **Amazon Patent Award**

Filed for a patent in the USPTO Office related to Marketing Industry in May 2013. (Patent Application Number - 13/924,077)

### Front End Development Mentor

mentored over 25 students for Front End Development (HTML, CSS, JS).

### **Freelance Consulting**

Offered freelance consulting and development for about 8 years using various freelance platforms like Elance, oDesk etc. and also worked with offline Small–Medium Businesses.

# Skills



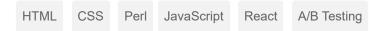
# Experience

Booking.com
Amsterdam, Netherlands
2014 Aug - Current

### FrontEnd Developer & Onboarding Lead

#### **Customer Service Innovations Team**

Identify and eliminating friction in a customers journey to contact Booking.com. Analyzing common customer behavior and identify patterns customer service ticket and innovating solutions to reduce human handling and improve automation.



#### Onboarding Leading (Management)

Leading the onboarding journey for new hires and onboarding them in their first few weeks. Setting up trainings, tracking their development and providing feedback (and automating these processes using Google Drive Scripts). Identifying skills, strengths, weaknesses and mapping interests of the developers and match them to place them within different teams in the company. Contributing to development of advanced tools to make onboarding process smoother.



#### **Landing Pages Team**

In Landing Pages Team, I work on making user research, applying user research data in terms of A/B Tests and optimizing landing pages (mobile, tablet and web) for traffic sources from meta partners, SEO etc. and building tools to automate processes using Bash and Node.JS. Also, supported and facilitated onboarding new developers on the team.



#### **Destination Finder Team**

As a JavaScript developer in Destination Finder, I worked on rewriting the core routing component of the system and a new search box along with routine Frontend / Javascript tasks. I also implemented Google Analytics to track user's behavior on different pages and at different actions on a page. These metrics along with A/B Testing helped on decision making for better usability and conversion.



#### Mobile and Tablet Teams

I worked for over a year on parts of Mobile and Tablet website. My daily activities include generating experiment ideas for A/B Testing, prioritizing and implementing them. I also worked on optimizing the mobile website for better performance.



Amazon.com
Hyderabad, India
2012 Jun - 2014 July

# Web Development Engineer

#### **Amazon Local Services**

Worked on implementation of early UI model, PoC for Amazon Local Services



#### **Amazon Services**

Working on Web Development, Traffic Analysis, A/B Testing and Optimization for Amazon Marketing Websites in US and Europe (services.amazon.com, services.amazon.co.uk, services.amazon.fr, services.amazon.de, services.amazon.es and services.amazon.it).



#### TCS (Tenancy Configuration System)

Worked on the UI for a web based application which can orchestrate generation of configuration sets and monitoring configuration for new website launches



#### **Thinkful**

Remote

2013 Oct - 2015 Oct

# FrontEnd Development Mentor

#### **Amazon Local Services**

I provide weekly one on one support, feedback, help and advice to students working through the front-end web development curriculum and starting soon on NodeJS curriculum.

### UnitedHealth Group

Hyderabad, India

2011 Jul - 2012 Jun

# Software Engineer

Working on development and maintenance of client portals for UHC M&R Insurance Solutions. Work involved integrating UI Comps supplied by onshore resource into the existing website built upon Springs Framework



# Education

2007 Aug - 2011 June

Bachelor of Technology (Information Technology)

VIF College of Engineering and Technology, 2007 – 2011

Hyderabad, India