



# AMEENUDDIN ATIF MOHAMMED

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## 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

HTML CSS Javascript NodeJS MySQL / MariaDB  
MongoDB Rethink DB React Redux WebPack  
jQuery Puppeteer Google Drive Scripts Postman  
Git CLI AWS Google Cloud Platform Nginx  
Apache PHP/WordPress Terraform Docker  
Vagrant Linux / Bash A/B Testing Google Analytics

# 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.

- HTML
- CSS
- Perl
- JavaScript
- React
- A/B Testing

### 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.

- Team Leading
- Trainings
- Agile / Scrum / Retrospectives
- Capacity Planning
- React

### 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.

- HTML
- CSS
- Perl
- JavaScript
- NodeJS
- A/B Testing

## Amazon.com

Hyderabad, India

2012 Jun - 2014 July

### 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.

HTML

CSS

Perl

JavaScript

A/B Testing

### 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.

HTML

CSS

Perl

JavaScript

A/B Testing

## Web Development Engineer

### Amazon Local Services

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

HTML

CSS

JavaScript

jQuery

Amazon UI (AUI)

### 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).

HTML

CSS

JavaScript

A/B Testing

jQuery

## 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

HTML

CSS

JavaScript

jQuery

## 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

HTML

CSS

Javascript

# Education

2007 Aug - 2011 June

Bachelor of Technology (Information Technology)

VIF College of Engineering and Technology, 2007 - 2011

Hyderabad, India