

# Ameenuddin Atif Mohammed

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## Achievements

### Patent

Awarded Patent for Marketplace Seller Referrals (expiry 2035, Patent Number [US10007937B1](#))

### Hackathons

Participated in various hackathons as a hobby and recently won AWS Graviton Hackathon - [devpost.com/atif089](#)

### Consulting / Freelance Experience

Achieved a Top-Rated Status on Upwork - freelancers who secure a 95% or better overall positive feedback on 12+ projects in a year. Offered consulting and development services to small/medium businesses around web development, online presence, and business automation.

### Front End Development Mentor (Thinkful)

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

## Experience

### Booking.com

Amsterdam, Netherlands

2014 Aug - Current

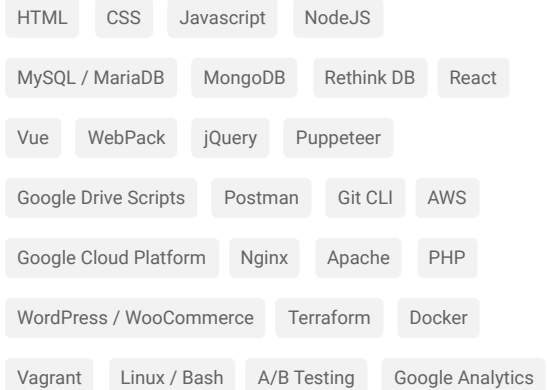
### Engineering Manager & Full Stack Developer

#### Team Partner Incentives & Team Upsell

Leading engineering for multiple teams managing Frontend and Backend developers

- Drafted and executed replatforming strategy to migrate legacy code to microservices and microfrontends reducing cost of deployments from 4 hours of manual effort to 15 minutes via pipelines.
- Extremely hands on and worked on writing frontend code, automations, developing CI/CD as needed during the project
- Fostered engineering team to adopt new practices for better code quality like having 85% unit test coverage, code ownership, E2E test coverage for all critical flows and setting up business and continuity tests according to SRE guidelines like failover, capacity and security
- Introduced SLOs to ensure that teams are on track to deliver. Reconstructed other monitoring and alerts at various orchestration points to position the team better at handling incident management
- Set up documentation strategy for increasing the bus factor that included preparing architecture diagrams like C4 and sequence diagrams for existing flows

## Skills



- Was Responsible performance evaluation and growth of my team members
- Created and executed performance development plans for all reports
- Involved in Tech Product Strategy including aligning with Product and UX to translate product goals into clear achievable milestones. Liase with FE and BE developers to identify tech debt and bottlenecks and prepare a technical roadmap to overcome those challenges.

## FrontEnd Developer & Team Lead

### Partner Incentives

Managing a cross functional team of 4 people and working on:

- Leading the team running incentive campaigns for accommodation partners
- Create and maintain an effective frontend product roadmap, including specific projects and tasks, that aligns with the strategic direction of the organization and the company. Plan semi-annual team objectives and ensure KPIs are tracked, reviewed.
- Carry out team meetings, agile alignment, retrospectives. Ensure all team members are given a clear understanding of their individual objectives and performance and provide regular feedback.
- Mentor team members and identify opportunities for them outside the team to leverage and grow.
- Onboarding new team members on the team from various roles and ensuring they are up to their productivity in an expected time.
- Create a comfortable and healthy team environment. Keep a check on mental health and provide adequate support.

### Customer Service Innovations Team

- Identify and eliminating friction for customers trying to contact Booking.com, and at the same time optimizing the UI so maintain clarity, consistency, and context to both the customer and the support staff.
- Analyzing common customer behavior and identify patterns in customer service tickets and develop innovative solutions to reduce human handling and foster automation.
- Ran Technical Interviews for frontend developers (with Acceptance/Offer Ratio: 0.8)

### Onboarding Lead

- Leading and managing the onboarding journey for new hires right from before they join the company until the end of their probation. Setting up training, tracking their overall development and providing developmental feedback.
- Identifying skills, strengths, weaknesses and mapping interests of the developers and match them to place them within different teams in the company.
- Contributing to the development of advanced tools to make the onboarding process smoother. For example, I spent on creating a lot of Google Drive Scripts that helped automate redundant processes like sending emails, grooming backlog, setting up automatic calendar invites for important training, tracking feedback and producing individual reports from spreadsheets.
- Over a span of 4 months, I worked with and successfully integrated 38 people in the company with an average of 14 reports at any time.
- I was also a part of a pilot program called "incubator teams" where the new Engineers along with a new Product Owner worked on researching a topic that could produce high value to the company in the future. One such topic that I worked for, the impact of website loading and interaction speed went on successful and eventually converted into a track called "Web Velocity" which is currently supported by 25+ people.

## Landing Pages Team

- Worked on conducting user research, applying the learnings from user research in form of A/B Tests to optimize Booking.com landing pages (mobile, tablet and web) serving traffic from various sources like meta partners, SEO, PPC, etc.
- Built tools to automate processes like linting checks, boilerplate to create new A/B tests, etc. using Bash and Node.JS.
- Also, supported and facilitated onboarding new developers on the team.

## Other Teams

- Worked on rewriting the core routing component of the system and a new search box along with routine Frontend / Javascript tasks. I also worked on implementing Google Analytics events and dimension for various user interactions.
- Worked for over a year on parts of Mobile and Tablet website. Other 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

### UnitedHealth Group

Hyderabad, India

2011 Jul - 2012 Jun

### Software Engineer

Front-end development and maintenance of client portals for UHC M&R Insurance Solutions.

## Education

2007 Aug - 2011 June

Bachelor of Technology (Information Technology)

VIF College of Engineering and Technology, 2007 – 2011

Hyderabad, India