



# Ameenuddin Atif Mohammed

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## Achievements

### Patent

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

### Front End Development Mentor

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

### Freelance / Consulting

Achieved a Top-Rated Status on Upwork - This is achieved by freelancers who secure a 95% or better overall positive feedback on 12+ projects in a year.

Offered consulting and development services over 12 years to small/medium business owners around website/mobile development, online presence, and business automation.

## Experience

### Booking.com

Amsterdam, Netherlands

2014 Aug - Current

### FrontEnd Developer & Team Lead

#### Partner Incentives

Managing a team of 4 people and working on:

- Leading the team running incentive campaigns for accommodation partners enabling them to generate higher revenue based on their sales performance
- Mentor team members on personal growth and identify opportunities outside the team to leverage and grow
- Plan objectives, set goals, run team meetings, agile alignment, retrospectives, track individual performance and deliver feedback

## Skills



## Customer Service Innovations Team

Managing a team of 3 people and worked together on:

- 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.
- Interviewing and assist in hiring 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

## Thinkful

Remote

2013 Oct - 2015 Oct

## FrontEnd Development Mentor

Remotely provide weekly one on one support, feedback, help and advice to students working through the front-end web development curriculum. Worked with over 25 students, with a good number of them working as full time Front-end developers across the globe.

## 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