AMEENUDDIN ATIF MOHAMMED

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Experience

Booking.com

Amsterdam, Netherlands

2014 Aug - Current

FrontEnd Developer & Onboarding Lead

Customer Service Innovations Team

Analyzing and identifying friction in a customers journey to contact Booking.com and eliminate them. Analyzing common customer service ticket patterns and innovating solutions to automate them or to reduce human handled tickets.

Onboarding Leading (Management)

Leading the entire onboarding journey for new hires and onboarding them to make them productive in 2 months. Setting up trainings, tracking their development and providing feedback (and automating these processes using Google Drive Scripts). Identifying skills, strengths, weaknesses and interests of the developers and match them to place them within different teams in the company.

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

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