Ameenuddin Atif Mohammed

Director of Engineering

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Nationality: Netherlands   Current Location: Saudi Arabia

Achievements

Patent

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

Hackathons

Participated and won several hackathons like AWS Graviton (Cloud), Rapyd (FinTech), and Freshdesk (SaaS/CRM) - devpost.com/atif089

Consulting & Freelance

Launched an e-commerce project, generating a remarkable GMV of €4M and €10M in 1st and 2nd years respectively.

Attained the esteemed Top-Rated status on Upwork, showcasing exceptional technological consultancy and development services for small businesses, earning 95% or higher overall positive feedback on over 12 projects within a single year.

Mentorship

Mentored over 25 students as a remote mentor over the platform Thinkful for Front End Development. Some of them have successfully transformed careers into Front End Developers.

Experience

Director of Engineering (Marketplace) at Cenomi

2023 January — Current   Riyadh, Saudi Arabia

Marketplace

direct the engineering efforts of multiple cross-functional teams in the creation and maintenance of an end-to-end marketplace on web and iOS platforms.

- Organizational design for cross functional squads dedicated to providing a top-tier marketplace experience for end users.
- Design and supervise the implementation of foundational services such as payment systems, IAM, multi-channel notifications, promotional activities, user feeds, invoicing, search, shopping cart, CRM, and CMS for visual merchandising.
- Establish and track organizational KPIs to promote continuous improvement and expansion.
- Establish a roadmap and prioritization framework, incorporating stakeholder input, market trends, and regular evaluations to align with business objectives
- Plan and coordinate the launch process, including monitoring, incident response, and on-call support through tools like PagerDuty, Grafana, etc.
- Formulate and execute budgeting and hiring plans that align with organizational objectives and resource needs.
- Establish clear promotion guidelines and expectations for engineers at various levels to promote professional growth.
- Define and enforce guidelines for engineering excellence and operational efficiency, ensuring high-quality deliverables and smooth system performance.

Engineering Manager at Booking.com

2014 Aug — Current   **Amsterdam, Netherlands**

Partner Incentives, Modifications, Cancellations & Upsell

Leading engineering for multiple cross-functional teams with a head count of 20+ (14 direct reports) managing a portfolio of 4 products with diverse user-flows, catering to over 500,000 partners, handling over 5M+ events/day, and registering over €30M in combined annual revenue.

- Took responsibility for maintaining a legacy product with 0 developers and formed a new team reconstructing the missing domain knowledge from Perl and migrating it to Java.

- Formulated and successfully executed a re-platforming strategy to decouple parts of the team's scope from the existing monolith and migrate to microservice and microfrontend (Java, React, GraphQL, Kafka) effectively reducing deployment effort by 95% (from 4 hours of manual effort to 15 minutes using fully automated pipelines).

- Preparation of organizational design, hiring of engineers, and formation of teams to deliver modernization and maintain the products

- Steered best practices on improving code quality by maintaining minimum test coverage to 85%, adding E2E tests to cover all critical user flows, and setting up recurring business and continuity tests like failover, capacity, and security according to SRE guidelines.

- Introduced SLOs to ensure that teams are on track to deliver. Established monitoring and alerts at various orchestration points to position the team better at handling incident management. Conducted post-mortem analysis of outages and incidents, provided recommendations, and published RFOs (Reason For Outage). Set guidelines for the team around outages and firefighting.

- Improved bus factor by documenting onboarding processes, data workflows, service catalogs, and setting up product architecture and other technical documentation

- Identified communication and psychological safety issues in the teams and facilitated agile bootcamps to improve it. Resolved conflicts among team members and took necessary steps to align the team toward a common goal

- Responsible for performance evaluation and growth of team members, part of which was also creating and monitoring the progression of performance development plans for all reports

- Involved in Product Strategy that includes aligning with Product and UX to create meaningful achievable milestones. Liaise with FE and BE developers to identify tech debt and bottlenecks and prepare a technical roadmap to overcome those challenges.

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, and reviewed.

- Organize and carry out team meetings and scrum ceremonies. 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, check on mental health and provide support.

Customer Service Innovations Team

- Analyzing common customer behavior and identify patterns in customer service tickets and develop innovative solutions to reduce human handling and foster automation.
- Identify and eliminate points of friction for customers trying to contact Booking.com, and at the same time optimizing the UI to maintain clarity, consistency, and context to both the customer and the support staff.
- 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.
- Successfully integrated over 38 people in the company with an average of 14 reports at any time.

Other Previous Teams

- 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.
- 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.

Web Development Engineer at Amazon

2012 Jun — 2014 July **Hyderabad, India**

Amazon Home Services

Front-end development for MVP for Amazon Local Services (now Amazon Home Services).

Amazon Services

Web Development, A/B Testing and Optimization for Amazon Marketing Websites across 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)

Developed UI for an orchestrate service that generates configuration sets and monitoring launching new Amazon websites.

Software Engineer at UnitedHealth Group

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

Education

Bachelor of Technology (2007 – 2011)

Computer Science and Information Technology

VIF College of Engineering and Technology — Hyderabad, India

Skills

System Design   **Interviewing & Hiring**   **Objectives, Roadmap & OKRs**   **Project Management**   **Resource Allocation**

Conflict Resolution   **Creating & Managing Agile Teams**   **Change Management**   **Personal Development**

Performance Management

Javascript   **NodeJS**   **ES6**   **MySQL / MariaDB**   **MongoDB**   **Rethink DB**   **React**   **Vue**   **WebPack**   **GraphQL**   **Puppeteer**

Google Drive Scripts   **Postman**   **Git**   **AWS**   **Google Cloud Platform (GCP)**   **Nginx**   **Apache**   **Micro Services**

Micro Frontends   **Terraform**   **Docker**   **Vagrant**   **Linux**   **Graphite/Grafana**   **New Relic**   **Elastic**   **A/B Testing**

Google Analytics   **PHP**   **WordPress & WooCommerce**   **Microservices**   **Go**