

# SAAD SHAMS

Chief Software Architect-Senior Engineer (Polyglot)

✉ (786) 202 7114

✉ saad.shams@puremvc.org

✉ www.puremvc.org

📍 Miami Beach, FL

## ACCOUNTS



group<sup>m</sup>



WPP Group plc



*Cartier*

Sotheby's



TIFFANY & Co.



ANN TAYLOR

Emirates

*Leo Burnett*



CHEVROLET

*Cadillac.*

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KEEP WALKING.

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DUBAI SHOPPING FESTIVAL  
للتسوق مهرجان  
Jan 15 - Feb 15 2003  
www.mydsf.com  
One World. One Family. One Festival.

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ACCOUNTS



**3 Different Event Based apps and microservices developed to cater attendees during the event dates.**

- Services for Authentication
- Services to allow attendees to select the session of their interest
- Services for the attendees to see the calendar of their selected sessions
- Services to send personalized iOS and Android push notifications with details of the location (room #), 15 minutes prior to each individual's session.



**4 Privately distributed Mobile Apps and Services for the Sales Team with Dynamic Marketing Content Generation and Deployment of the Products, images/data for offline viewing.**

- For over a 1000 products, all sales/marketing content was dynamically generated using different product templates.
- Template is copied for each product and is then dynamically populated with images combined with marketing/sales data pulled from different data sources.
- Products templates are then compressed and is then uploaded/deployed to cloud via microservices for distribution/consumption.
- Mobile apps download the content on-demand and is cached for offline use.
- The whole process is developed to be fully automated for content generation, image & data population is dynamic.



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An event management app to cater attendees of the conference, app development and microservices.



- Development of a Web portal so admins can input the event, sessions, speakers and sponsors details etc. (CRUD)
- Authentication services for the attendees.
- Services to allow the above event information to be consumed by attendees via iOS and Android apps.

# SAAD SHAMS

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## SUMMARY

Pattern Oriented Software Architecture, Microservices, Distributed, Concurrent, Parallel, Resilient, Interactive and Realtime Systems. Frameworks, SDK Libraries and Plugins. Object Oriented, Reactive, Functional and Event Driven Design Patterns for Large Scale Enterprise Systems. SAAS, PAAS.

Open Source contributor and author for PureMVC (www.puremvc.org) Framework ports and Plugins built around object-oriented design patterns by Gang of Four.

## EXPERIENCE

### Chief Software Architect

**Xennial Digital (formerly Mirum)** 📅 02/2018 📍 Miami, FL

Microservices API for a CMS platform. Multi-lingual, multi-regional automated sales content creation and deployment to mobile apps. Microsoft Dynamics integration with Adobe Experience Manager Mobile.

Tiffany, Sotheby's International Realty, Realyog, Caesarstone

### Director of Multimedia Development

**Mirum (a JWT/WPP Company)** 📅 05/2013 - 02/2018 📍 Miami, FL

Microservices API, Software Development Kits, Realtime Event Management Systems, Mobile app Development (iOS, Android, Surface)

Adobe, General Motors, Sony, Celebrity Cruises, Royal Caribbean, J. Walter Thompson, Group M, Honeywell, FICO, Sotheby's International Realty, United Healthcare, Alabama University, Auburn University, Pemica, Rovi, Ann Taylor, Pacific Basin Magazine, Kroton University

### Senior Developer

**Leo Burnett (Publicis Groupe)** 📅 11/2008 - 11/2012 📍 Dubai, UAE

Development of multi-lingual, multi-regional interactive responsive projects, websites, flash, kiosk, interactive CDs and advertising banners.

Emirates Airlines, General Motors, Phillip Morris, McDonald's, Cartier, Johnnie Walker, Procter & Gamble, Kellogg's, Montblanc, Unicef, DU, Daman Health Insurance, National Bank of Dubai

### Senior Developer

**Panacea Communications** 📅 2004 - 2008 📍 ISB, PAK

Managed the Technical and Scientific part of Online Marketing through intelligent use of Multimedia Technologies for Web for local brands.

### Multimedia Director

**Mohammad Ali Jinnah University** 📅 2000 - 2004 📍 ISB, PAK

Including Part-time instructor with Greenwich University, Senate of Pakistan, OPF, Comwave, Vital Systems, Mashal Computer College. Lectured on several frontend and backend technologies including classic ASP, JSP, .NET, ColdFusion and PHP.

## PATTERNS

Creational, Structural & Behavioral Patterns

Access Control and Communication Patterns

Service Access and Configuration Patterns

Asynchronous and Event Handling Patterns

Synchronization and Concurrency Patterns

Resource Acquisition and Caching Patterns

Pipes, Layers and Blackboard Patterns

Broker, MVC, PAC and Microkernel Patterns

Security and Authentication Patterns

Service Design Patterns

## TECHNOLOGIES

Java Spring Swift Kotlin

Scala Kubernetes gRPC Docker

OpenShift Drools Kafka Jenkins

Elastic Stack JSON XML SOAP

SOA REST Couchbase Redis

Cassandra Protocol Buffers Angular

CI Prometheus Fluentd Jaeger

## EDUCATION

### BS (HONS) Computer Science

IIUI

📅 1998 - 2002

### Applied Mathematics and Statistics

Federal Board

📅 1996 - 1998

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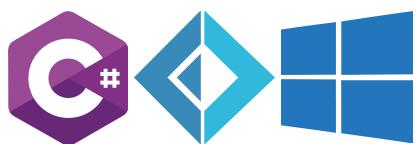
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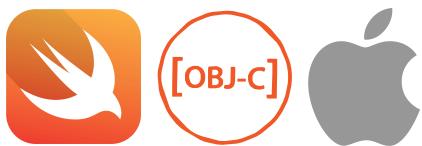
## LANGUAGES / PLATFORMS



Java - PureMVC Standard Framework <https://github.com/PureMVC/puremvc-java-standard-framework>  
Java - PureMVC Multicore Framework <https://github.com/PureMVC/puremvc-java-multicore-framework>  
Java - PureMVC Plugin Pipes <https://github.com/PureMVC/puremvc-java-util-pipes>



C# - PureMVC Standard Framework <https://github.com/PureMVC/puremvc-csharp-standard-framework>  
C# - PureMVC Multicore Framework <https://github.com/PureMVC/puremvc-csharp-multicore-framework>  
C# - PureMVC Plugin Pipes <https://github.com/PureMVC/puremvc-csharp-util-pipes>  
F# - Adobe Experience Mobile SDK <https://github.com/saadshams/AEMMSDK-FSharp>



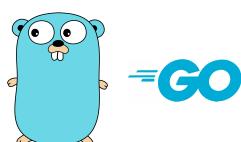
Swift - PureMVC Standard Framework <https://github.com/PureMVC/puremvc-swift-standard-framework>  
Swift - PureMVC Multicore Framework <https://github.com/PureMVC/puremvc-swift-multicore-framework>  
Swift - PureMVC Plugin Pipes <https://github.com/PureMVC/puremvc-swift-util-pipes>  
Swift - PureMVC Plugin StateMachine <https://github.com/PureMVC/puremvc-swift-util-statemachine>  
Objective-C - Multiple Repositories <https://github.com/sshams?tab=repositories&language=objective-c>



C/C++ - PureMVC Standard Framework <https://github.com/saadshams/puremvc-c-standard-framework>



NPM - PureMVC Plugin Pipes <https://www.npmjs.com/package/npmvc-util-pipes>  
NPM - PureMVC Plugin AsyncProxy <https://github.com/PureMVC/puremvc-swift-util-statemachine>  
NPM - PureMVC Plugin AsyncCommand <https://github.com/PureMVC/puremvc-swift-util-statemachine>  
AEMMSDK for JavaScript nodeJS <https://github.com/saadshams/AEMMSDK-JavaScript>



GO - PureMVC Multicore Framework <https://github.com/saadshams/puremvc-go-multicore-framework>  
GO - PureMVC Plugin Pipes <https://github.com/saadshams/puremvc-go-multicore-framework>



JS - PureMVC Plugin StateMachine - <https://github.com/PureMVC/puremvc-js-util-statemachine>

HTML/CSS/JS - Multiple Repositories <https://github.com/sshams?tab=repositories&language=javascript>