

Saad Shams – Chief Software Architect (Full Stack)

Microservices, iOS, Android, Web, DevOps

SAADMUIZZ@GMAIL.COM - (786) 202 7114 – MIAMI BEACH, FL



Celebrity Cruises™



WPP Group plc

J. WALTER THOMPSON
WORLDWIDE



PUBLICIS GROUPE



Emirates

Leo Burnett



HUMMER



Kellogg's



JOHNNIE WALKER.
KEEP WALKING.

DIAGEO



Honeywell



UnitedHealthcare®

unicef

THE UNIVERSITY OF
ALABAMA



DUBAI
SHOPPING
FESTIVAL
Jan 15 - Feb 15 2009
www.mydsf.com
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Saad Shams – Enterprise Mobile Architect

iOS, Android, Microservices, Web

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EXPERIENCE

Enterprise Mobile Architect

Royal Caribbean Cruise Line (NIIT-Tech) [Miami, FL]
Dec. 2019 – Apr. 2020

TOGAF, ArchiMate, Architectural Guidance, strategic objectives, manage engineers/developers, system design, end-to-end solutions, offline applications. Implemented state of the art target strategy using Unified MicroModules for maintainability & to help RCCL get out of the technical debt.

- + Unified Architecture (iOS/Android) MicroModules.
- + Design Patterns, Domain Driven Design.
- + SDKs for Stateroom Automation
- + Multilingual content management

MicroModules, Components, Interfaces Use Cases, UML (Package, Activity, Interaction etc.), UI/UX, React Native, Swift/Kotlin, REST (JSON, XML), Networking, UIKit, Cocoa Touch, Core Data, Core Location, SQLite/Realm, Android Studio/XCode, Git/BitBucket, Analytics, JIRA

Director of Multimedia Development I

iOS/Android/Web

John Walter Thompson/Mirum Agency/Casa/WPP [Miami]
May. 2013 – Feb. 2018 (4y.10m)

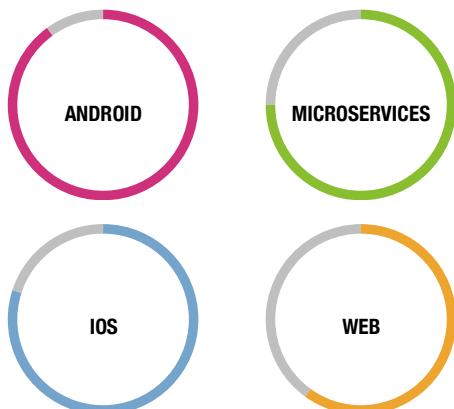
iOS, Android applications and REST services. Swift, Java, Kotlin, Scala, Go, nodeJS, C#, F#, REST, MongoDB, MySQL, AWS. Clients include:

- + Confidential, Adobe, General Motors, Sony. JWT.
- + Celebrity Cruises, Royal Caribbean,
- + Group M, FICO, Honeywell, Pacific Basin
- + United Healthcare, Rovi, Pernica, Ann Taylor

Event-Driven, Interactive and Realtime Systems, Customized Push Notifications, Distributed Applications.



SKILLSETS



Chief Mobile/Software Architect

Xennial Digital [Miami, FL] (**Mgmt. Buyout from JWT**)
Feb. 2018 – Jan. 2020 (1y. 11m)

Architected, developed over 15 iOS/Android, Mobile Applications, React Native, Swift, Java/Kotlin, Microservices, Java, Go, nodeJS, gRPC, Protocol Buffers, REST, MongoDB, Consul, Kafka, Distributed (Two-Phase, Saga), Circuit Breaker, Docker, Kubernetes, OpenShift, AWS, Azure. Clients include:

- + Adobe, Tiffany & Co.
- + Sotheby's International Realty, Realogy.
- + Caesarstone.

Frameworks, SDKs, Libraries, multilingual and multiregional automated sales content creation, conference apps, real estate management and marketing systems.

Senior Developer I iOS, Android, Web

Leo Burnett/Publicis [Dubai, UAE]
Nov. 2008 – Nov. 2012 (4y)

Development of multilingual Web, Java, Flash AS3, Flex, iOS Objective-C & Java Android applications for several blue-chip clients.

- + Emirates Airlines, General Motors, Phillip Morris.
- + McDonald's, Cartier, Johnnie Walker, Kellogg's
- + Procter & Gamble, Montblanc, UNICEF, DU
- + National Bank of Dubai

Consultancies include Haroun Multimedia, USAT, Saudi Gulf Real Estate and Kupola Group.



OPEN SOURCE WORK

- + [Kotlin Multicore](#)
+ [Kotlin Android Demo](#)
- + [Java Multicore | Pipes Plugin](#)
+ [Java Standard | Microservices Demo](#)
- + [C# Multicore | Pipes Plugin](#)
+ [C# Standard](#)
- + [Swift Multicore | Pipes Plugin](#)
+ [Swift Standard | Demo](#)
- + [JavaScript StateMachine](#)
+ [StateMachine Demo](#)

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EXPERIENCE (Cont.)

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Leo Burnett/Publicis [Dubai, UAE]
Nov. 2008 – Nov. 2012 (4y)

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- + Procter & Gamble, Montblanc, UNICEF, DU
- + National Bank of Dubai

Consultancies include Haroun Multimedia, USAT, Saudi Gulf Real Estate and Kupola Group.

Java, ASP.NET | Instructor

Greenwich University [ISB, PAK]
Nov. 2002 – Aug. 2004 (2y)

Initiated and development the multimedia department from scratch, marketing the program and organization of the students from local community. Courses taught were.

- + Java, PHP, ColdFusion.
- + HTML, CSS, JavaScript, Dreamweaver
- + Photoshop, Illustrator, InDesign

Conducted Seminars with public and media appearances to promote the department.

Web, Multimedia Instructor

Comwave [ISB, PAK]
Jan. 2002 – Dec. 2003 (2y)

Instructions for Web and Multimedia. Courses taught were.

- + Java, Java Server Pages, ASP, ColdFusion
- + HTML, CSS, JavaScript, Dreamweaver, Fireworks
- + FlashMX, Photoshop, Illustrator, Freehand
- + Premiere, AfterEffects, MAYA.

Conducted Seminars with public and media appearances to promote the department.

Web Instructor

Mashal Computer College [ISB, PAK]
June. 2000 – Sept. 2001 (1y)

Courses taught were.

- + Java Server Pages, Active Server Pages
- + HTML, CSS, JavaScript
- + Dreamweaver, Photoshop

Senior Multimedia Developer | Project Manager

Panacea Communications [ISB, PAK]
Aug. 2004 – Sep. 2008 (4y)

Development of projects for both frontend and backend technologies for Web. Clients include:

- + UNDP, Safe Hirings, Balanaa, StepFast
- + Pak Aces, Hunain Travels, Minaru, SPARC
- + Galaxy Foods and Marketing, Saaf Consult BV
- + Millenium Energy Works, Chogoree Tours
- + Farid Khan Foundation, Trade Mark-Down

Java Server Pages, Active Server Pages, ColdFusion, PHP, HTML, CSS, JS and Flash.

Multimedia Director | Head of Department

ITMF [ISB, PAK]
Nov. 2002 – Aug. 2004 (2y)

Initiated and development the multimedia department from scratch, marketing the program and organization of the students from local community. Courses taught were.

- + Java, PHP, ColdFusion.
- + HTML, CSS, JavaScript, Dreamweaver
- + Photoshop, Illustrator, InDesign

Conducted Seminars with public and media appearances to promote the department.

Web Instructor

Vital Systems International [ISB, PAK]
Oct. 2001 – Aug. 2002 (1y)

Courses taught were

- + Java, Java Server Pages, Active Server Pages
- + HTML, CSS, JavaScript
- + Flash, Photoshop, CorelDRAW
- + Dreamweaver, HomeSite, TopStyle

Conducted public seminars regularly for enrollment.

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+ CAREER OBJECTIVES

To **lead, develop, research, innovate** and **implement** software design patterns for microservices, iOS, Android mobile applications and websites for a high budget corporate. Develop Intelligent and loosely coupled components, elastic and resilient systems that are robust, work efficiently under stress with high performance.

Hybrid systems with **Static Object-Oriented** with **Dynamic Functional Programming** Paradigms. Reactive, Event Driven, Interactive, Realtime and Large-Scale Enterprise Systems.

+ SKILLS

JAVA/J2EE

PureMVC, Struts, JSF, JDBC, JNI/JNDI, Servlets, EJBs, JCA (Encryption, Digital Signatures), JTA, Protocol Buffers, JSON, XML, SOAP/WSDL, JMS/Apache Kafka, TDD/JUnit, BDD/Mockito, Integration and Performance Tests, Git, Jenkins, AWS, Azure, Red Hat OpenShift, Apache Tomcat/JBoss, WebSphere, WebLogic, IIS.

iOS

Storyboards, ViewControllers, NavigationControllers, Gestures, AutoLayout, Constraints, Tables and Collections, Segues, Transitions, Notifications, Concurrency, Maps, Mail, SMS and Telephony, Media, Camera, Images, Networking, Sockets, SQLite, CoreData, Localization and Internationalization, TouchID, Bluetooth, Accelerometer, Gyroscope, Certificates, AppStore Submission.

Android

Activities, Event Handling, Multiscreen Apps, Intents, Fragments, Constraints, Material Design, Themes, Services, Tasks, Threads, Maps SDK, Android.Telephony, Telephony.SMS, Networking, SQLite, Localization and Internationalization, Bluetooth, Gyroscope.

Web

HTML5, CSS3, JavaScript, Responsive Web, AJAX, jQuery, Angular, Vue, React, NodeJS, Python, PHP, XML, XSLT, XPATH.

Database

MongoDB, Apache Cassandra, CouchDB, Oracle, MySQL, SQL Server, SQL, PL/SQL.

+ AREAS OF EXPERTISE

- + Microservices
- + Frameworks, SDKs
- + Distributed Systems
- + Design Patterns
- + Reactive
- + Concurrent
- + Functional
- + Parallel

+ EDUCATION

BS (HONS) | Computer Science

IIUI [ISB, PAK]
1998-2002

Various courses in Programming, Information Technology, Networking, Hardware, Management and Marketing.

- + Compiler Construction.
- + Client Server Applications, Drawing Applications

F. Sc. | Applied Mathematics and Statistic

Federal Board [ISB, PAK]
1996-1998

Placed in Top 10% of national average for Applied Mathematics and Statistic.

- + Algebra, Calculus, Differential Equations.
- + Probability, Normal Distribution, Correlation.

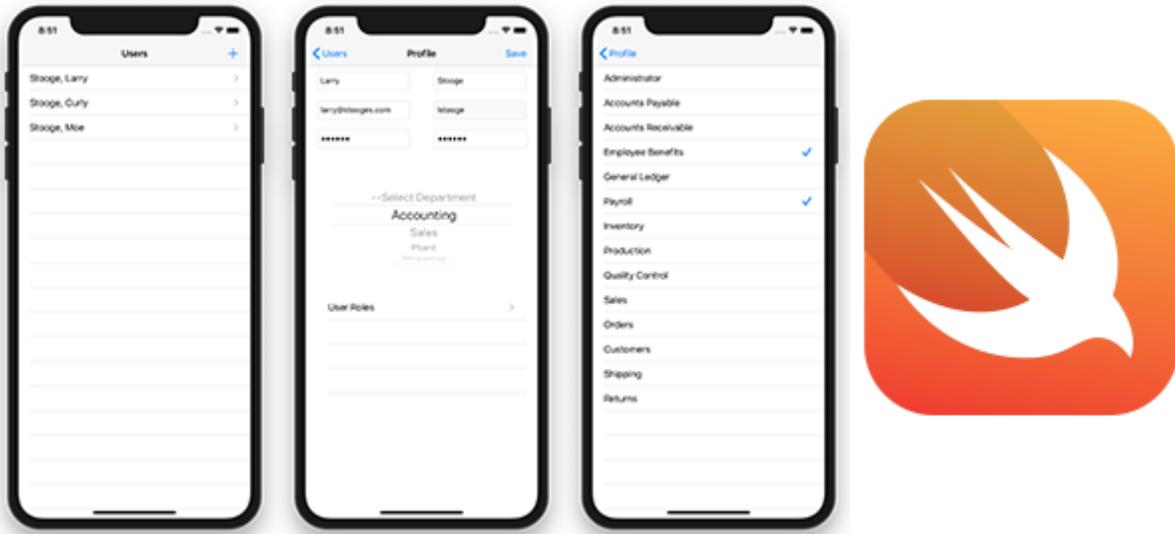
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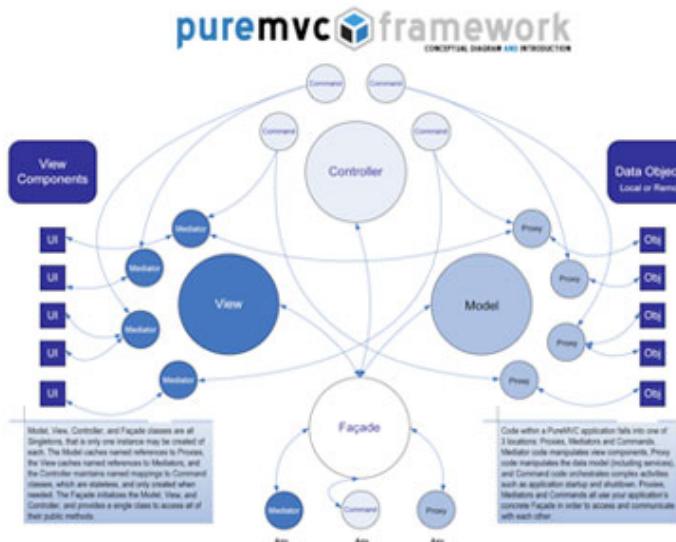
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+

Swift iOS PureMVC - OPEN SOURCE WORK



- + DEMO: <https://github.com/PureMVC/purmvc-swift-demo-uikit-employeeadmin>



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

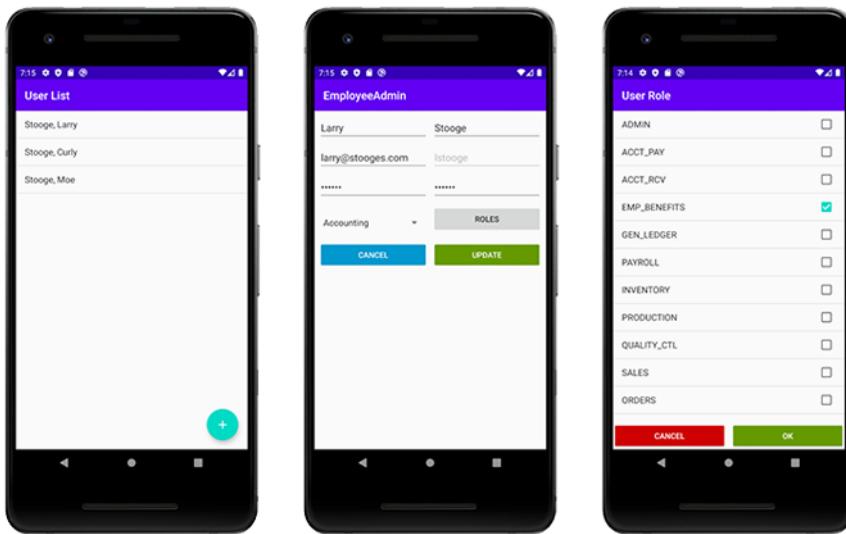
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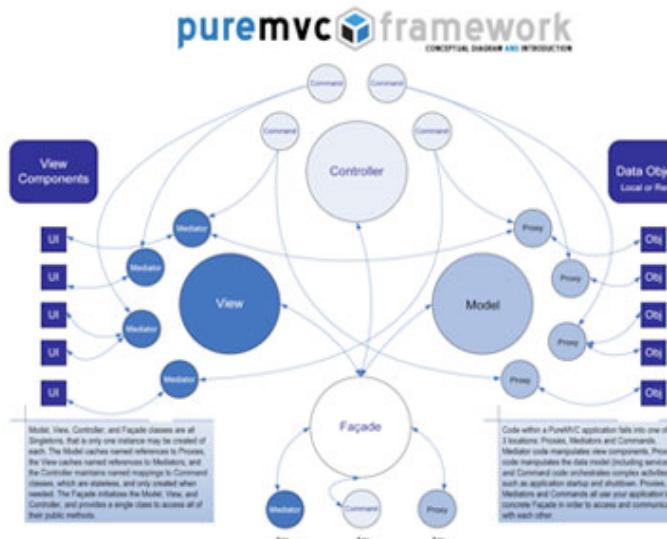
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Kotlin Android PureMVC - OPEN SOURCE WORK



 **Kotlin**

- + DEMO: <https://github.com/PureMVC/puremvc-kotlin-demo-android-employeeadmin>



- + Multicore: <https://github.com/PureMVC/puremvc-kotlin-multicore-framework>

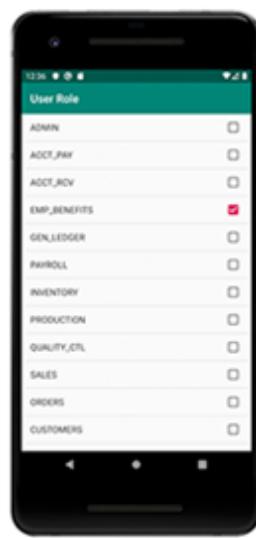
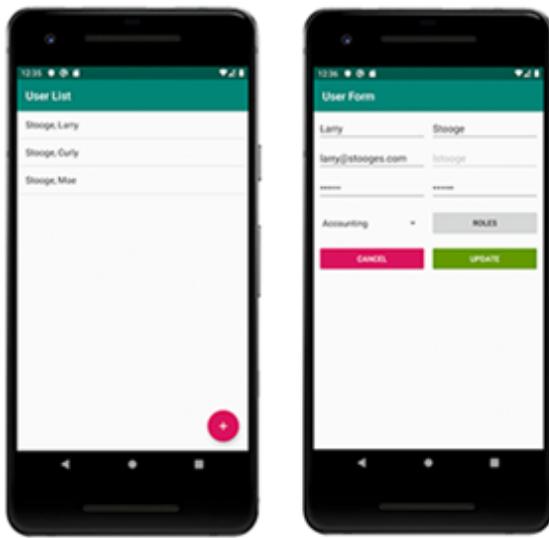
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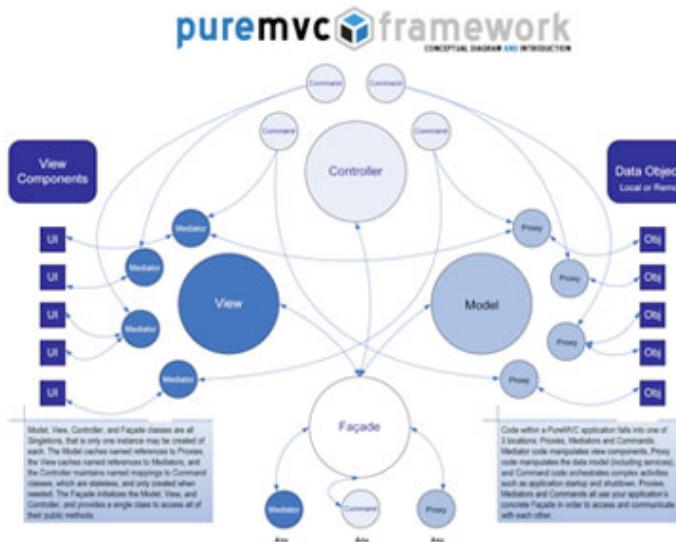
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+

Java Android PureMVC - OPEN SOURCE WORK



- + DEMO: <https://github.com/PureMVC/puremvc-java-demo-android-employeeadmin>



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

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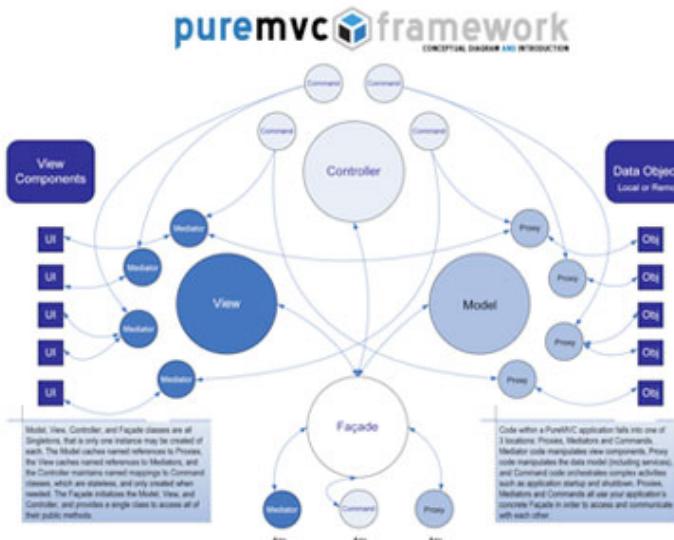
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React Native PureMVC - OPEN SOURCE WORK



- + DEMO: <https://github.com/PureMVC/puremvc-js-demo-reactnative-employeeadmin>

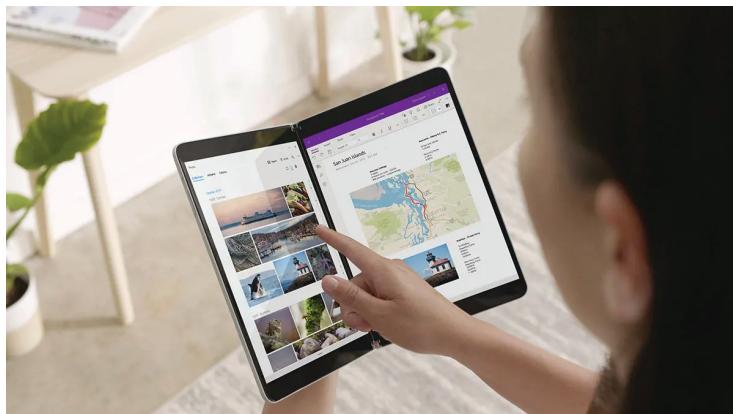


- + Multicore: <https://github.com/PureMVC/puremvc-js-multicore-framework>
- + Pipes Plugin: <https://github.com/PureMVC/puremvc-js-util-pipes>

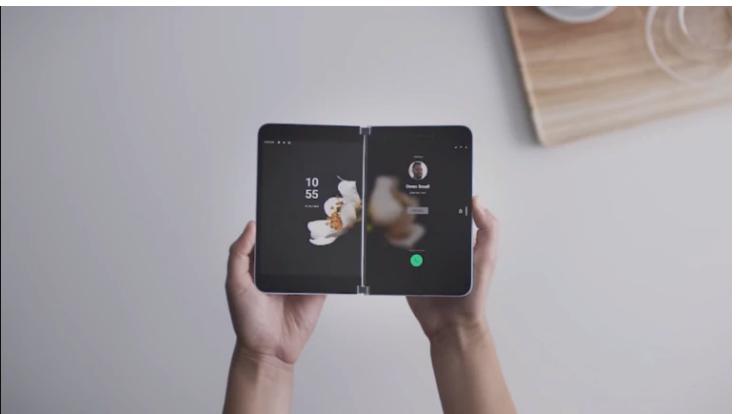
NATIVE & HYBRID MOBILE PLATFORMS

COMING HOLIDAY 2020

SURFACE NEO



SURFACE DUO



Xamarin



POWERED BY: [HTTPS://GITHUB.COM/PUREMVC/PUREMVC-CSHARP-MULTICORE-FRAMEWORK](https://github.com/puremvc/puremvc-csharp-multicore-framework)



**APACHE
CORDOVA**

 ionic

 Flutter

PWA



Mobile Angular UI

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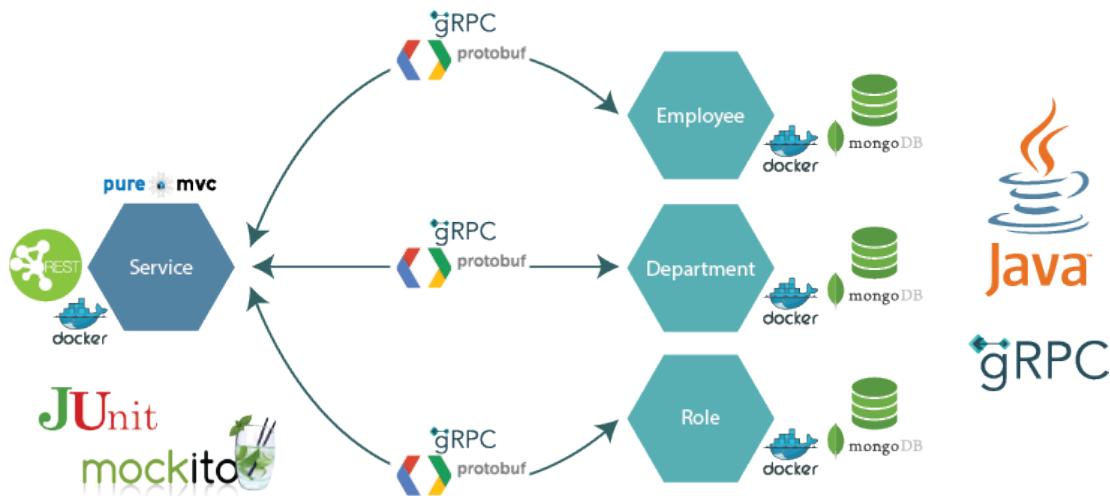
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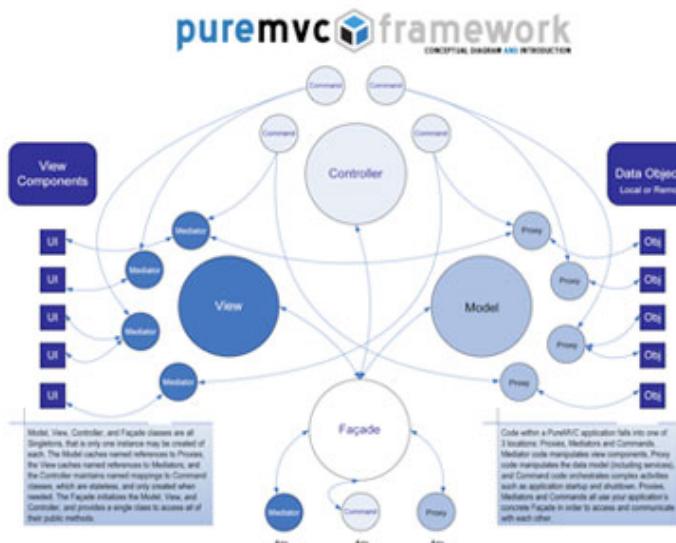
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Java gRPC PureMVC Microservice - OPEN SOURCE

Employee Admin Microservice Demo



- + DEMO: <https://github.com/PureMVC/puremvc-java-demo-employeeadmin>



- + Standard: <https://github.com/PureMVC/puremvc-java-standard-framework>
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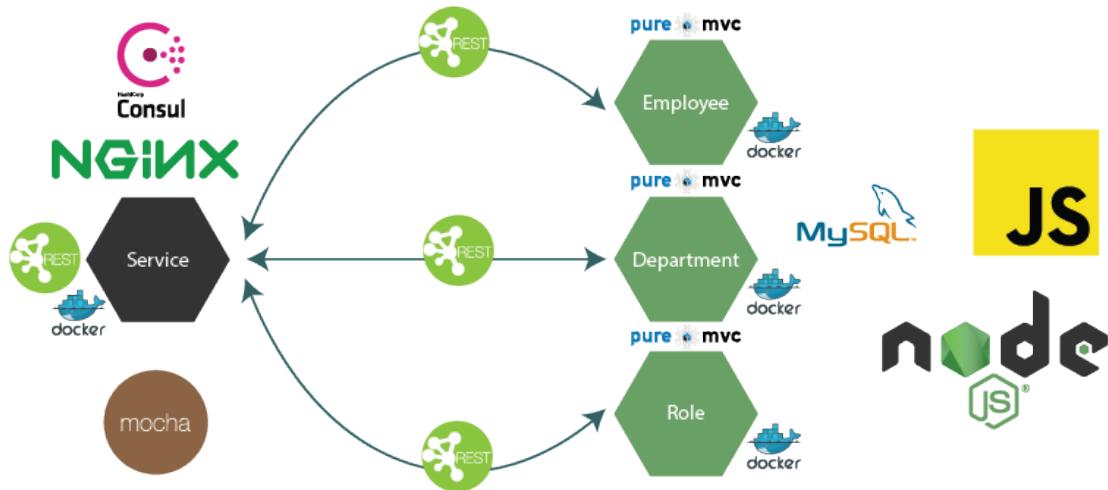
iOS, Android, Microservices, Web

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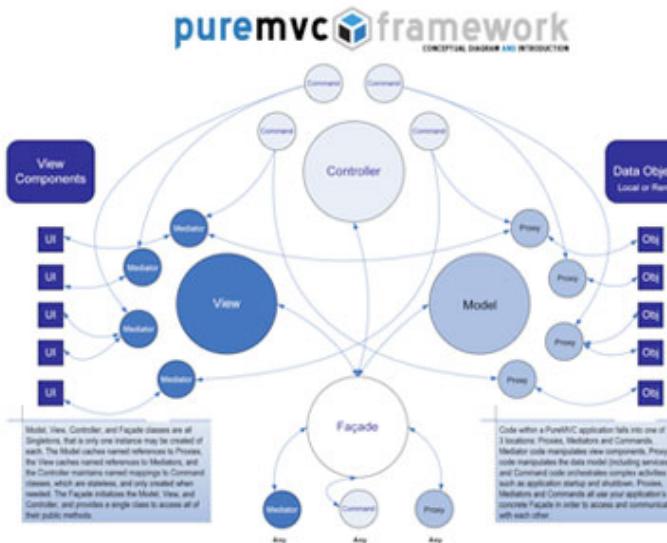
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nodeJS PureMVC Microservice - OPEN SOURCE

Employee Admin Microservice Demo



- + DEMO: <https://github.com/PureMVC/puremvc-js-demo-microservice-employeeadmin>



- + Multicore: <https://github.com/PureMVC/puremvc-js-multicore-framework>
- + Pipes Plugin: <https://github.com/PureMVC/puremvc-js-util-pipes>

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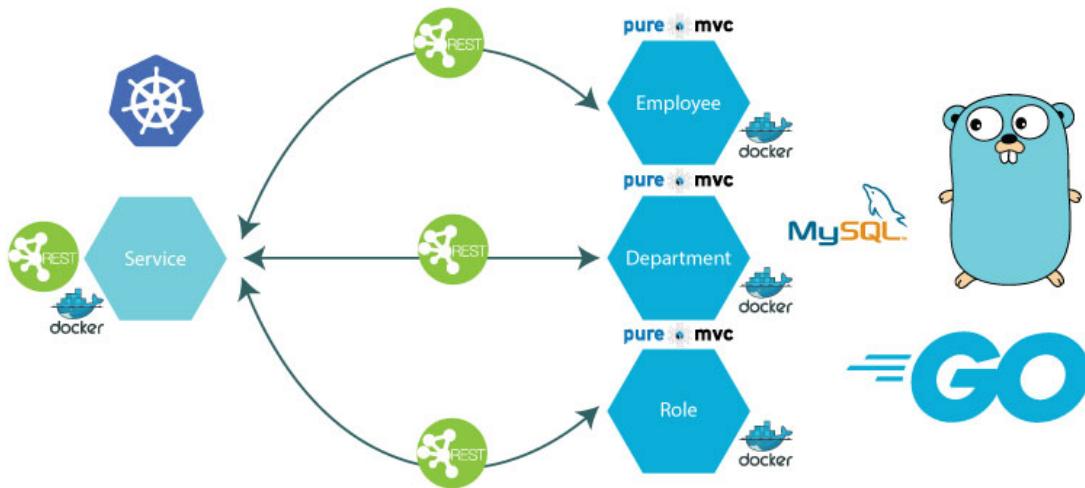
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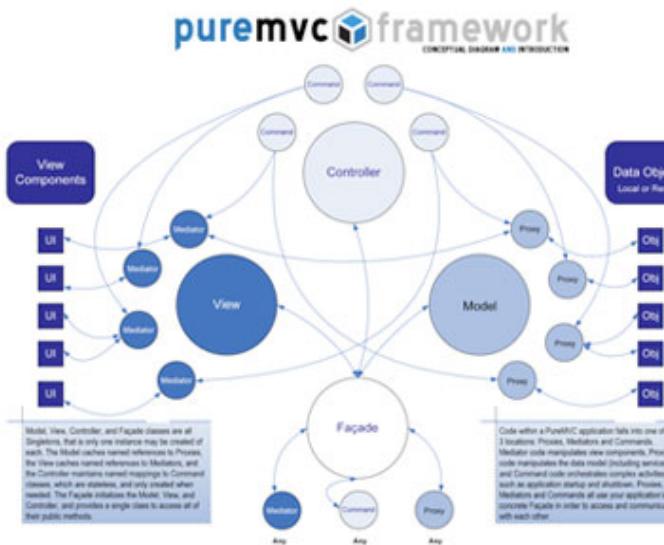
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Go PureMVC Microservice - OPEN SOURCE WORK

Employee Admin Microservice Demo



- + DEMO: <https://github.com/PureMVC/puremvc-go-demo-microservice-employeeadmin>



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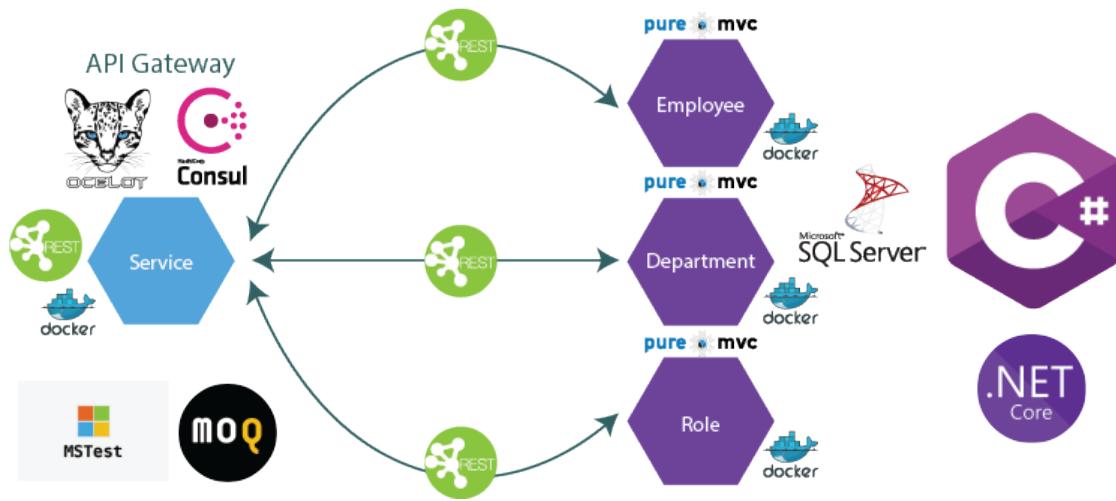
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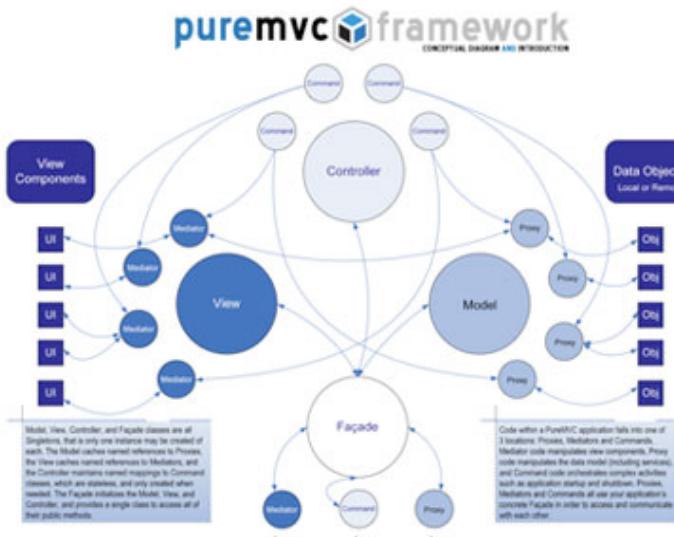
+

CSharp REST PureMVC Microservice - OPEN

Employee Admin Microservice Demo



- + DEMO: <https://github.com/PureMVC/puremvc-csharp-demo-employeeadmin>



- + Standard: <https://github.com/PureMVC/puremvc-csharp-standard-framework>
- + Multicore: <https://github.com/PureMVC/puremvc-csharp-multicore-framework>
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OPEN SOURCE WORK



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<https://github.com/PureMVC/puremvc-java-standard-framework>
<https://github.com/PureMVC/puremvc-java-util-pipes>



<https://github.com/PureMVC/puremvc-csharp-standard-framework>
<https://github.com/PureMVC/puremvc-csharp-multicore-framework>
<https://github.com/PureMVC/puremvc-csharp-util-pipes>
<https://github.com/saadshams/AEMMSDK-FSharp>



<https://github.com/PureMVC/puremvc-swift-standard-framework>
<https://github.com/PureMVC/puremvc-swift-multicore-framework>
<https://github.com/PureMVC/puremvc-swift-util-pipes>
<https://github.com/PureMVC/puremvc-swift-util-statemachine>
<https://github.com/sshams?tab=repositories&language=objective-c>



<https://github.com/saadshams/puremvc-c-standard-framework>



<https://www.npmjs.com/package/npmvc-util-pipes>
<https://www.npmjs.com/package/npmvc-util-asyncproxy>
<https://www.npmjs.com/package/npmvc-util-asynccommand>

<https://github.com/saadshams/AEMMSDK-JavaScript>



<https://github.com/PureMVC/puremvc-go-standard-framework>
<https://github.com/puremvc/puremvc-go-multicore-framework>
<https://github.com/PureMVC/puremvc-go-util-pipes>



<https://github.com/PureMVC/puremvc-js-util-statemachine>
<https://github.com/sshams?tab=repositories&language=javascript>

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+ PORTFOLIO

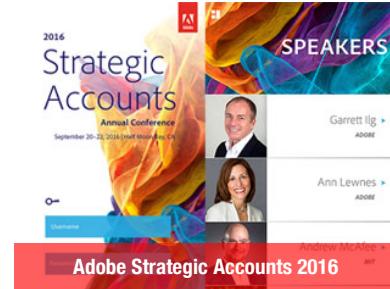


- + Java EE, REST, JDBC, MySQL
- + Java Android, Swift iOS



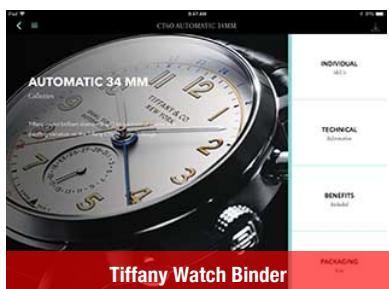
Adobe Digital Government Symposium

- + Java EE, MongoDB, REST
- + Java Android, Swift iOS

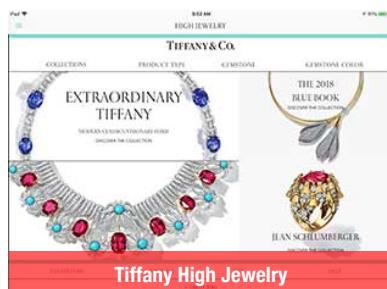


Adobe Strategic Accounts 2016

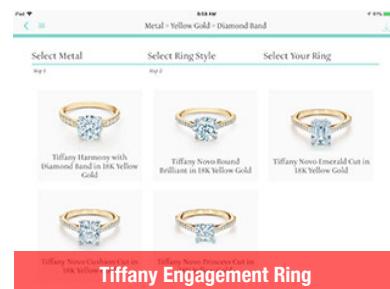
- + Java EE, MongoDB, REST.
- + Java Android, Swift iOS



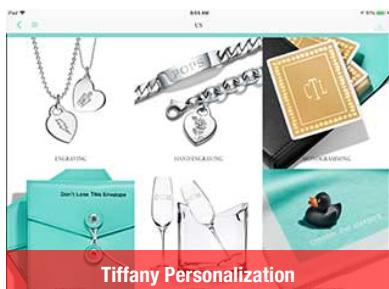
- + Java EE, REST, MongoDB
- + Kotlin Android, Swift iOS



- + Java EE, REST, MongoDB
- + Kotlin Android, Swift iOS



- + Java EE, REST, MongoDB
- + Kotlin Android, Swift iOS



- + JAVA EE, MongoDB, REST
- + Kotlin Android, Swift iOS.



- + Java admin system, MongoDB
- + Java Android, Swift iOS.



- + Java Admin System, MongoDB
- + Java Android, Swift iOS



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+ PORTFOLIO



Celebrity Alaska



Celebrity Asia Pacific



Celebrity South America

- + Java EE, JDBC, MySQL REST
- + Java Android, Swift iOS

- + Java EE, MongoDB, REST
- + Java Android, Swift iOS

- + Java EE, MongoDB, REST.
- + Java Android, Swift iOS



Celebrity Galapagos



Celebrity Europe

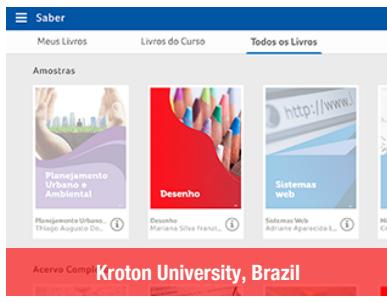


Royal Brochure

- + Java EE, REST, MongoDB
- + Java Android, Swift iOS

- + Java EE, REST, MongoDB
- + Java Android, Swift iOS

- + Java EE, REST, MongoDB
- + Java Android, Swift iOS



Kroton University, Brazil



Crystal Cruises

- + JAVA EE, Oracle, REST
- + Java Android, Swift iOS

- + Java EE, REST, MongoDB
- + Swift iOS



Sotheby's Realty – My Anthology

- + Java EE, REST, MongoDB
- + Java Android, Swift iOS



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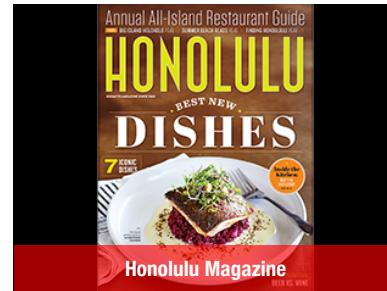
+ PORTFOLIO



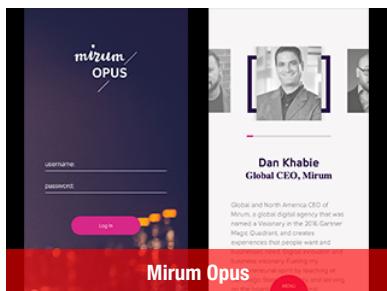
- + PHP, MySQL, REST
- + Swift iOS, Java Android



- + PHP, MySQL, REST
- + Swift iOS, Java Android



- + PHP, MySQL, REST
- + Swift iOS, Java Android



- + nodeJS, MySQL, REST
- + Swift iOS, Java Android



- + Java EE, MySQL
- + HTML, CSS, JavaScript



- + PHP, CodeIgniter, MySQL
- + HTML, CSS, JavaScript



- + PHP, MySQL
- + AS3, Flash



- + PHP, MySQL
- + AS3, Flash



- + PHP, MySQL
- + AS3, Flash



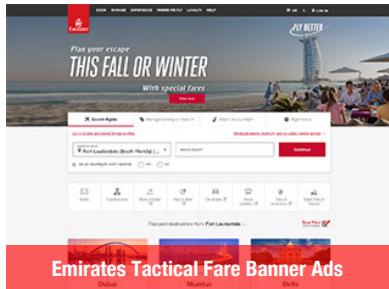
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Saad Shams – Enterprise Mobile Architect

iOS, Android, Microservices, Web

SAADMUIZZ@GMAIL.COM - (786) 202 7114 – MIAMI BEACH, FL

+ PORTFOLIO



Emirates Tactical Fare Banner Ads

- + Java Spring, MySQL
- + Flash, AS3



ENGLISH - Chevrolet Fawazeer

- + Java Spring, MySQL, REST
- + HTML, CSS, JavaScript



ARABIC - Chevrolet Fawazeer

- + Java Spring, MySQL, REST
- + HTML, CSS, JavaScript



Hummer Arabia

- + Java EE, JDBC, MySQL, REST
- + HTML, CSS, JavaScript



La Vache qui rit

- + Java Spring, MySQL
- + Java Android, Swift iOS



McDonalds Arabia – Quality Campaign

- + Java Spring, MySQL
- + Java Android, Swift iOS



Phillip Morris – Marlboro Gold

- + JAVA Spring, MySQL
- + Objective-C iOS (iPad)



Phillip Morris – Merit

- + Java Spring, MySQL
- + Objective-C iOS (iPad)



Phillip Morris – L&M

- + Java Spring, MySQL
- + Objective-C iOS (iPad)



MORE | <https://www.linkedin.com/in/muizz>

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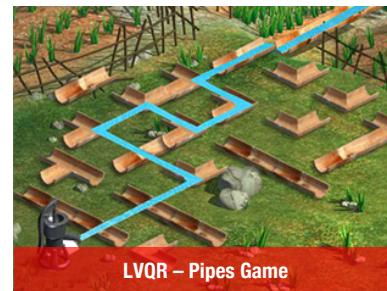


- + PHP, MySQL
- + ActionScript 3 Flash



LVQR – Dungeon Steps Game

- + PHP, MySQL
- + ActionScript 3, Flash



LVQR – Pipes Game

- + PHP, MySQL
- + ActionScript 3, Flash



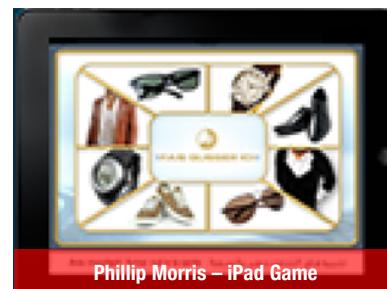
Leo Burnett Site

- + PHP, MySQL
- + ActionScript 3, Flash



Phillip Morris – iPad Game

- + iOS, Objective-C
- + Cocoa Touch



Phillip Morris – iPad Game

- + iOS, Objective-C
- + Cocoa Touch



Phillip Morris - Parliament

- + iOS, Objective-C
- + Cocoa Touch



Phillip Morris - Merit

- + ActionScript 3
- + Flash



Phillip Morris - L&M

- + ActionScript 3
- + Flash

+

MORE | <https://www.linkedin.com/in/muizz>

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RECOMMENDATIONS

PureMVC/FutureScale – Software Architect Cliff Hall

- + Tennessee
- + <https://www.linkedin.com/in/cliff>



Cliff Hall
Software Architect /
Developer

August 2, 2019, Cliff worked
with Saad in different groups

Saad has been a veritable dynamo of polyglot productivity on the PureMVC project. He single-handedly produced entirely new ports, unit tests, and utilities for Go and Swift languages, as well as rewriting them more effectively for Java and C#. I have always set a high bar for admitting projects into the organization, one which Saad has consistently cleared. His work is thorough and impeccable. I would recommend him to anyone looking to build something extensible and maintainable in any language. [See less](#)

Adobe – Senior Manager James Lockman

- + New York
- + <https://www.linkedin.com/in/jameslockman>



James Lockman

Senior Manager, Digital
Media Services at Adobe

August 2, 2019, James was a

client of Saad's

I worked with Saad a few years ago on projects for mutual customers. He brought fresh thinking and innovative solutions to these customers through emerging technology in the mobile space. He always had an answer and always put the customer's success first.

Adobe – Principal Solution Architect Thesha Sims

- + California
- + <https://www.linkedin.com/in/theshasims>



Thesha Sims

Customer Success at
Adobe | Obsessed with
delivering value | On a
mission to drive Higher Ed's
digital transformation

August 2, 2019, Thesha was a
client of Saad's

I had the pleasure collaborating with Saad on a few complex customer projects. He brings intelligence, curiosity, creativity, and humor to the team while delivering elegant solutions. I enjoyed working with him and would definitely work with him again.

Saad Shams – Enterprise Mobile Architect

iOS, Android, Microservices, Web

SAADMUIZZ@GMAIL.COM - (786) 202 7114 – MIAMI BEACH, FL



RECOMMENDATIONS

Adobe – Principal Senior Designer Laura Smith

- + Texas
- + <https://www.linkedin.com/in/laurajsmith>



Laura Smith
Senior User Experience
Architect at ICF Next
August 15, 2019, Laura was a
client of Saad's

Saad and I worked together on a large scale digital textbook project for a company in Brazil. Saad's deep level of knowledge on our development platform really came in handy during the engagement, as he was able to translate the client's requests into actionable solutions that were achievable within the client's timeline and budget. I'd be honored to have the opportunity to work with him again. [See less](#)

Leo Burnett – Regional Managing Director Raja Sowan

- + Dubai, UAE
- + <https://www.linkedin.com/in/rajasowan>



Raja Sowan
Regional Managing
Director, MEA at Arc
Worldwide
January 28, 2013, Raja
managed Saad directly

Saad enjoys an inquisitive mind coupled with the will and determination to work hard and deliver a quality solution. He gets the job done efficiently and on time.

Leo Burnett – Communication Director Rajiv Nair

- + Dubai, UAE
- + <https://www.linkedin.com/in/nairrajiv>



rajiv nair
Strategic planning-
digital/brand activation/CRM
March 5, 2013, rajiv worked with
Saad in different groups

Saad is a highly adept developer and is completely focussed on completing his projects with a keen attention to detail. Having worked with him on a number of digital campaigns, it was a pleasure to interact with him and his knowledge of the digital world when it comes to development is nothing short of outstanding

Saad Shams – Enterprise Mobile Architect

iOS, Android, Microservices, Web

SAADMUIZZ@GMAIL.COM - (786) 202 7114 – MIAMI BEACH, FL



RECOMMENDATIONS

General Motors – Regional Digital Manager Sayed Abou Diwan

- + Dubai, UAE
- + <https://www.linkedin.com/in/sayedabudiwan>



Sayed Abou Diwan
Experienced CRM, Digital, and CX professional.
Strategy, operational, and management skills.
March 9, 2013, Sayed worked with Saad but at different companies

While working with General Motors as a Digital Manager, I had a chance to work with Saad on several Digital Campaigns and eCRM related applications and Kiosk, at different public events. It have been a massive success in our customer and brand campaigns for Chevrolet, Cadillac, GMC and Hummer.

Besides being a joy to work with, Saad is talented, dynamic and has wealth of knowledge about digital advertising & would beyond doubt make a great asset to any agency.

I wish him good luck in any career or life event change, and i am sure he will succeed is what he does.

Sayed [See less](#)

Leo Burnett – Head of Technical Iyad Bitar

- + Dubai, UAE
- + <https://www.linkedin.com/in/iyad-bitar-1897443a>



Iyad Bitar
Lead Front-End Engineer at Johnson & Johnson
January 27, 2013, Iyad managed Saad directly

Saad is an outstanding co-worker and ambitious developer who never stopped discovering and looking for new technologies to learn and share among the team. He willingly accepts challenging assignments and demonstrates high level of analytical and programming skills in solving them. The best thing I notice in Saad is the team work spirit and his desire to share his knowledge with his peers. [See less](#)



CHARACTER REFERENCES UPON REQUEST



From:

Xennial Digital
Douglas Fajardo, CEO

Ref: Letter of recommendation for Saad Shams

To whom it may concern:

This letter serves to confirm that Mr. Saad Shams was a member of our team from May 2013 to Jan 2020 and has been an invaluable asset to our company throughout those years.

Since 2013 through 2018, Saad served as a Director of Multimedia for both digital brands Casa Miami and Mirum Miami. Both of these companies were part of global conglomerate WPP, which owns some of the largest agencies in the world.

After a Management Buyout where Xennial Digital separated as a VR/AR tech startup on March 1, 2018, Saad served as Chief Software Architect, where he was involved in major projects for the development of Mobile, Web, Virtual Reality and Augmented Reality solutions for our clients.

Saad's experience building enterprise-level solutions for Fortune 500 companies is also a great asset for any company looking for a Senior Level Architect who is able to deliver applications, platforms and infrastructure for high end digital projects. Saad has led mission-critical projects for companies such as Adobe, Tiffany & Company, Celebrity Cruises and Royal Caribbean Cruises, to name a few.

Saad will be a great asset to any organization looking for a senior digital architect. I will be more than glad to receive a call regarding Saad and his great contributions to our companies through the years. You can contact me directly at douglas.fajardo@xennialdigital.com

Sincerely,

A handwritten signature in black ink, appearing to read "Douglas Fajardo".

Douglas Fajardo
CEO
Xennial Digital

Miami, May 28, 2019

To Whom It May Concern,

This letter is to confirm that Mr. Saad Shams worked at **Mirum Miami** from May 2013 to Feb 2018 as **Director of Multimedia Development**.

Saad demonstrated his superior knowledge of Microservices Software Architecture, OOP and Functional Design Patterns on several Distributed, Realtime, Event Driven and Interactive projects for our clients.

He is an expert in several programming languages and developed Scalable and Modular Software Systems including Frameworks, SDKs, Plugins and Libraries in Java, Scala, C#, F#, Swift, Python, C, C++, JavaScript (NodeJS) and GoLang.

Developments also include multilingual and multi-regional mobile applications in iOS, Android and Windows Surface for various clients notably:

Adobe, General Motors, Sony, Tiffany and Co., Ann Taylor, FICO, Honeywell, Sotheby's International Realty, Celebrity Cruises, Royal Caribbean, J. Walter Thompson, Group M, United Healthcare, Pemica, Rovi, Magic City Motorsports, Genesis, NCMPR, Pacific Basin Magazines, Georgia Tech, Alabama University and Auburn University.

Saad played a key role in the growth and success of our organization, and our clients. He is extremely diligent, talented, committed, and technological savvy, fully dedicated to finding the best solutions for our projects and clients.

A great software architect, manager and a team player. We highly recommend him! He would be an asset to any organization and team, and we wish him the best.

Truly yours,

Arturo Brito

CEO Mirum Miami

February 28, 2019

RE: Verification of employment for Saad Shams

To whom it may concern:

Please accept this letter as confirmation that Saad was employed and in good standing with Mirum Miami from January 1, 2016 through February 15, 2018.

Saad Shams:

- Held the title of Director of Multimedia Development.
- Worked on a full-time basis of forty (40) hours per week.
- Was hired from the affiliate WPP company, Mirum Miami

If you have any questions or require further information, please don't hesitate to contact me at 212-210-1157.

Kind Regards,



Cynthia De La Cruz

HR Generalist



DATE: 13 November 2012

To Whom It May Concern

Subject: Certificate of Employment

Dear Sirs,

This is to inform you that **Mr. Saad Shams**, was employed with Leo Burnett FZ-LLC from 01 November 2008 to 11 November 2012. The position held by him was that of Developer.

It was a pleasure working with Mr. Shams and we wish him the best in his future endeavors.

Sincerely,

Rena Khawly
Director – People & Culture
Leo Burnett FZ-LLC
Dubai, UAE



06 March 2013



To Whom It May Concern:

Saad Shams worked with us as a Developer for 4 years and was a key member of the Digital Development Team. He had worked on several accounts notably:

Emirates Airlines, General Motors, Phillip Morris, McDonald, Procter & Gamble, Kellogg's, SAMSUNG, National Geographic, UNICEF, Montblanc, Cartier, Diageo, DU, STC, VIVA, Emirates NBD, ADIB, Rainbow Milk, Oasis, Wild Wadi, DSS & DSF.

He delivered several digital products comprising of Interactive Applications, Server-End Projects and Mobile/Tablet Games applied using best practices in both English & Arabic.

- **HTML/CSS3/JavaScript:** Executed innovative JavaScript OOP Pattern that elevated front-end projects. Worked on multiple projects that required responsive CSS layouts.
- **Flash/ActionScript:** Produced multimedia animations, interactive CD's, interactive screens, flash games and animated media banners (Google's DoubleClick). Developed several Reusable Components for Animations, Visual Effects and Facebook.
- **Server-side development:** Worked on various PHP server-end applications and applied best practices in object-oriented programming.
- **iPhone/iPad:** Programmed several entertaining and engaging native applications. Expanded universal application feature by a design pattern that enhanced the code sharing strategy between languages as well as devices.

He's an expert on **Adobe's** Code/Design/Interactive/Multimedia Products. He also supported creative team with his technical knowledge on design tools.

It was a pleasure working with Saad and we wish him the best in his future endeavors.

Sincerely,

Sheni Meledath

Senior Technical

Leo Burnett FZ-LLC

Dubai-UAE





Panacea Communications

October 11, 2008

TO WHOM IT MAY CONCERN

This is to certify that Mr. Saad Shams was employed by Panacea Communications from Aug 2004 till Sep 2008 as a Web Developer.

In his last 2 years he was promoted to Web Project Manager of the Web Development Section because of his Technical, Management and Marketing Skills.

He played a major role in pitching for web projects, selling our web products, kicking off after analyzing scope and requirements, user research, content strategy, usability and integration specification.

He progressed the projects with sharing Designs, Prototypes, Wireframes and Graphic Design with the client. He developed various projects using HTML, CSS, JavaScript, XML, PHP and Flash along with documentation.

He delivered several websites after thorough Testing and Deployment within timeframe and budget meeting client and business requirements.

He demonstrated a solid track record of leading, developing, motivating team members to achieve higher levels of performance.

He's a dependable, responsible, hard working, honest and a result-oriented professional. The management was highly pleased and satisfied with his performance. Due to his skills, commitment and continued hard work, we wish him success in his ambitions.

(Mohammad Ali)
Managing Director



Institute of Textile, Multimedia and Fashion

Affiliated with Mohammad Ali Jinnah University

ITMF

Ref. ITMF/GEN/ 056 /04

Dated: August 28, 2004

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Saad Shams** has been working with us as **Head of Multimedia Department** for the past two years. Besides handling multifarious duties assigned to him by the management, he was also conducting classes in various subjects of Multimedia.

During his stay, we have found him hardworking, capable and a dedicated professional. His performance as Head of Department has always been commendable and an inspiration for other staff. He has also proved himself a disciplined and capable Trainer. He got on well with other staff and has been exhibiting excellent management and organizational skills. He participated in selection committee meetings for enrolment of adequately qualified permanent and visiting faculty members.

He has been helping the ITMF in its campaigns for new admission, and proved a successful marketer in convincing the students to join ITMF. He has also been helping in the students counseling department in safe guarding their future career.

He designed the syllabi of Associate, Bachelors and Masters Degree Programs. He also ensured the syllabi were continuously updated to incorporate latest trends and innovations in Multimedia technology and conformed to the prescribed standards of **Mohammad Ali Jinnah University**.

He built up the Multimedia Labs from scratch and ensured that they were continuously updated to incorporate the latest advances in the Multimedia Fields.

As a strict disciplinarian he ensured that the students strictly observed the prevailing rules and regulations in the campus.

We wish him good luck in future endeavors.


(GHULAM RASUL MIR)
Registrar



SENATE SECRETARIAT

Islamabad, P. C. 44000

The... 7th March 2003

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Saad Shams** s/o Mr. Shams-ul-Haq has been giving training to our employees in the field of Advance Multimedia, Web Designing, Web Engineering and Non Linear Editing at Comwave Institute of Information Technology F-7 Markaz, Islamabad.

During our training he performed his duty as instructor to the entire satisfaction of the participants. We found him hard working, skilled in his field and cooperative. He is no doubt an asset in the field of computer training and we wish him success in future.


Navaid Ather D. ATHAR
DEPUTY DIRECTOR
SENATE SECRETARIAT
ISLAMABAD



Greenwich University

ISLAMABAD CAMPUS

To Whom It May Concern:

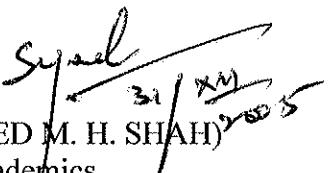
It gives me pleasure in certifying that Mr. Saad Shams remained associate with this Institution since March 2003 to December 2005. He taught a course Web Programming (ASP.NET) at graduate level through which he earned praise of his students.

In addition he designed entire curriculum on Filmmaking & TV Production both for graduate and undergraduate levels. The courses were developed by him from scratch to detailed one which included each and every detail of every course including books, periodicals, training DVDs and direction etc.

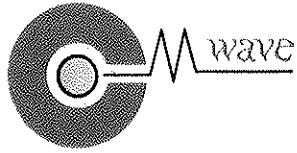
He also supervised a project titled "Online HelpDesk System" which was graded excellent by the external examiners.

Mr. Saad has not only command over teaching but also possesses skills to develop new courses innovatively. He is a dynamic young man with an ability to take initiatives independently and accomplish the given assignment well in time. He is cooperative, hardworking, reliable and honest.

We wish him best in his future endeavors.


(DR. SYED M. H. SHAH)

Dean Academics



COMWAVE

INSTITUTE OF INFORMATION TECHNOLOGY

Wednesday, March 26, 2003

To Whom It May Concern

EXPERINCE CERTIFICATE

It is to certify that **Mr. Saad Shams** has been working as an Instructor for Web and Multimedia from **1st January, 2002** to Date.

While working we found him honest, hard working and courteous young man who has full command over his technical abilities.

The major areas that he has been instructing have been

Web Development

HTML, XML, CSS, JavaScript, ASP, Macromedia ColdFusion

Web Designing

Macromedia Dreamweaver MX, Macromedia Fireworks MX

Web Animation

Macromedia Flash MX

Print Publishing

Adobe Illustrator, Adobe Photoshop, Macromedia Freehand, Corel Draw

Adobe PageMaker

Digital Video

Adobe Premiere, Adobe AfterEffects

3D Graphics & Animation

MAYA

We wish him a bright future and success in future endeavours.


Mr. Abdul Rauf Bhatti

Managing Director

Comwave Institute of I.T.

Tel.# +92-51- 2650035

2650201



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INTERNATIONAL

A Project of SPR Holdings, USA

Ref: VSI/285/03

Date: 03/04/2003

EXPERIENCE CERTIFICATE

It is certified that Mr. SAAD SHAMS joined this organization as, Class Instructor, on the 8th of October, 2001. He remained here up to the 13th of August, 2002. During his stay he taught the subjects of HTML, CSS, Macromedia HomeSite, TopStyle, Java Script, Macromedia Dreamweaver, Macromedia Fireworks, Active Server Pages, Java Server Pages, Adobe Photoshop, Corel Draw and Macromedia Flash to various batches. He is a good teacher and carry his job with responsibility and dedication. We wish him success in the future.

Ejaz Ahmed Khan

(Ejaz Ahmed Khan)
Manager Admin. & Operations