

Syed Mumammad Abdullah

10+ years of experience in championing agile production engineering and dev teams to implement scalable, distributed consumer-facing solutions for build and deployment at the intersection of usability, robustness, reliability, and security. Led diverse multi-disciplinary teams in dynamic fast-paced environments focused on fostering a lean culture for organic growth and enhanced user experience.

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EXPERIENCE

Getyourguide, Berlin

Traveler Platform Engineer

Jan-2022 - Jan-2025

Overhauled Localization System

Transitioned the legacy system to Java and Vue, enhancing performance and maintainability. This upgrade doubled UX writers' productivity, introduced an auto-translation feature to reduce human translation delays, and enabled mission teams to go live within seconds instead of days.

Server-Driven UI Development

Developed a backend Server-Driven UI solution providing a unified interface across iOS, Android, and Web platforms. This approach enhanced flexibility, enabled faster updates for mission teams, resulted in a 300% increase in experiment execution speed serving 100K+ visitors per day.

Experimentation

- Subject Matter Expert in Experimentation: Provided expert guidance to mission teams on experimentation best practices and managed the experimentation platform end-to-end. Oversaw all aspects of the platform, ensuring seamless execution and integration of experiments.

Agoda.com, Bangkok Thailand

Lead Software Engineer

Sep 2020 - Nov-2021

Project: Pulse Marketing

- Leading a project to empower marketing teams to run seasonal & regional recurring campaigns on all Agoda platforms at scale (20+ countries) to offer discounts to Agoda's users resulting in 2% growth of total Agoda's bookings and attracting 110K/Day.

Core Competencies

Software Engineering
Distributed System Design
Scrum Master
Microservices
Team Leadership
Event Driven Architecture
Full Stack Development

Languages

Java	★★★★☆
C#	★★★★☆
ASP.NET	★★★★☆
React	★★★★☆
Typescript/ node.js	★★★★☆
SQL/TSQL	★★★★☆
Javascript	★★★★☆

Frameworks

Spring-boot	★★★★☆
.Net Core	★★★★☆
.Net Framework	★★★★☆
MVC	★★★★☆
MVVM	★★★★☆
SPA's	★★★★☆
Koa	★★★★☆

unique visitors in a single episode of a campaign.

- Guided dev teams to an elevated scrum maturity through scrum techniques and artifacts (sprint planning, backlog / burndown refinement), improving scrum velocity by 15% within 6 months
- Fostering a culture of cross-functional teamwork, innovation, thought leadership, and open communication to deliver on our business values of customer centricity, continuous improvement, accountability, and agility.
- Decomposed monolith back office application into microservice architecture

Sr. Full Stack Engineer

May 2017 - Sep 2020

Project: Athena

- Sprint Management : Shielding, planning, Estimation Task Breakdown, (read agoda anchor point, poker planning) Sprint Review , Retro
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- Led an engineering team of 9 to build a CRM (Athena) for the customer support team resulting in improved customer engagement, customer support team's user's experience, efficiency and their velocity by 20%, also reduced Agents onboarding, CRM development and maintenance costs by around 60 -70%.
- Integrated CRM with Genesys workspace for omnichannel customer interaction
- Simplified construction of dynamic guided workflows through integration with Jacada
- Formulated agent performance KPIs (handle time, abandon rate) to promote employee recognition and engagement

Project: Manage My Booking (MMB)

- Automated post booking operations like amendment, cancel, rebooking on MMB self service page to ease customer support team resulting in reduction of customer support tickets by 20%
- Eliminated the customer support team by implementing direct communication channels between customers and hotels for enquiries related to hotels and for requesting special requests from hotels like airport transfer, breakfast or no smoking rooms.
- Decomposed a monolith MMB page into microservice and React Single Page Applications.

DevOps

Docker	★★★★★
Kubernetes	★★★★☆
Github Actions	★★★★☆
Argo CD	★★★★★
Datadog	★★★★★

Databases & Queues

Redis	★★★★★
MySQL	★★★★★
SQL Server	★★★★★
Elastic Search	★★★★★
Kafka	★★★★★
Rabbit MQ	★★★★★
AWS SQS	★★☆☆☆

Reporting & Monitoring

Grafana	★★★★☆
Kibana	★★★★☆
ElasticSearch	★★★★☆
Jira	

Testing & Automation Frameworks

Selenium	
Cypress	
Nunit/ Xunit	
Jest	
Enzyme	
Mockito	

WatchMyCompetitor.com, (UK) Remote— Senior Software Engineer

Sep 2013 - May 2017

Managed a distributed software engineering team of 4 to lead projects and deliver scalable full-stack web apps solutions for UK-based firm; core focus was on transforming client business requirements into analytical models and intuitive BI tools within the constraints of system limitations, scalability factors, system architecture, and boundary conditions

- Monitored and analyzed changes to applications and data and documented their impact on all the dependent systems/applications for disposition
- Developed Business Intelligence and competitor brand scouting tool using advanced web scraping techniques resulting in over US\$0.5M client revenue gains and onboarded large MNCs like Dyson and Microsoft as our clientele
- Built desktop apps using WPF and WCF frameworks; improved scraping speed by 90% by optimizing scraper clients

EDUCATION

Virtual University of Pakistan — BS Computer Science

Sep-2008- April-2014

PROJECTS

Amazon Repricing Tool— Freelancing

Sep 2015 - Sep 2016

Developed Amazon Repricing tool that allows Amazon sellers to reprice their inventory based on predefined rules against their competitors prices resulting in 30% sales growth.

- It has the ability to reprice 40K items per/minute and manage inventory over 1M items.
- It recipes items in almost real time when one of the competitors changes its price to beat market rates.

Tech Sack : C# .net, Winform, My SQL, Amazon SQS