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atg**Certified Developer**<sup>®</sup>  
ATG Commerce

atg**Certified Developer**<sup>®</sup>  
ATG Relationship Management



## Summary

- Over 10 years of professional experience in developing B2B and B2C Commerce web applications and Enterprise Application Integration.
- Consulting experience working with teams to scale and performance tune web applications with annual revenue in the Billions.
- Agile practitioner who has experience in Technical Training and Team leadership.

## Skills

### Oracle Commerce

B2BCommerce, B2CCommerce, ATG Personalization, ATG Scenarios, ATG Search, ATG CA, ATG DUST, Endeca

### J2EE

JSF, Facelets, JSP, Servlets, RMI, JDBC, JNDI

### EAI

ESB Service Mix, TIBCO Business Works 5.2, TIBCO Designer 5.2, TIBCO Adapter SDK

### Application Servers

ATG Dynamo, IBM Websphere, JBoss, Apache Tomcat

### Database

Oracle, MySQL, Microsoft SQL

### Programming Languages

Java, Java Script, Python

### Other

AspectJ, Tensor Flow, SVN, Git, Dynatrace, JMeter, Eclipse Memory Analyzer, Amazon AWS, JVisual VM, Spring, Apache Lucene, Memcached

## Work Experience

|                     |                       |
|---------------------|-----------------------|
| <b>Company Name</b> | <b>www.xray4j.com</b> |
| <b>Location</b>     | Surrey ,Canada        |
| <b>Designation</b>  | Architect             |
| <b>Start Date</b>   | 16 Aug 2017           |
| <b>End Date</b>     | Currently Working     |

**www.xray4j.com**

**Client** Xray4j  
**URL** https://www.xray4j.com

**Work Description** Xray4j is a startup that has developed a new way for documenting / troubleshooting/ performance tuning Java applications by capturing control flow within a Java application and representing it as a connected graph.

**Work Period:** Aug 2017 - Currently Working

**Responsibilities**

- Design the over all architecture for xray4j.
- Implement the java agent and aspects used to collect data from the JVM and save them to a file.
- Help implement the UI using angularjs.
- Design algorithms that represent the collected data from the JVM as easily understandable connected graphs.
- Implement code that displays the most expensive paths for the control flow within a JVM.

**Technologies Used** JHipster, AngularJs, AspectJ, AWS EC2, AWS S3

**Company Name** **SAP Canada**  
**Location** Vancouver ,Canada  
**Designation** Senior Technology  
Consultant  
**Start Date** 12 Jan 2017  
**End Date** 15 Aug 2017

**Project** **Levi Strauss & Co**

**Client** Levi  
**URL** https://www.levi.com  
/CA/en\_CA/

**Work Description** Played the role of senior developer in the project that was implemented end to end by SAP Hybris.

**Work Period:** March 2017 - Aug 2017

**Responsibilities**

- Developed tool to help team debug issues by browsing through beans in the spring context.
- Work on integration with Responsys for sending emails.
- Work on the promotion module.

**Technologies Used**      SAP Hybris, Git

**Company Name**              **Rigabyte Inc**  
**Location**                    Surrey ,Canada  
**Designation**                Software Architect  
**Start Date**                  07 2014  
**End Date**                    11 2016

**Project**                      **Rigabyte**  
**Client**                        Rigabyte Inc  
**URL**                          <http://www.rigabyte.com>

**Work Description**        Help design and architect a cloud based log management service from the ground up.

**Work Period:**              Jul 2014 - Oct 2016

**Responsibilities**

- Design the architecture for a high volume log management service.
- Set up the production environment on Amazon EC2
- Customize Apache Lucene to support high volume of log data processing.
- Design and implement agents that collect and deliver data to a cloud service.
- Design framework for automated UI tests, integration tests and performance tests.
- Implement RESTful webservice required by the application.
- Architect the noSQL persistence layer used by the application.

**Technologies Used**      Apache Lucene, Amazon AWS, Memcached, JQuery, Selenium

**Company Name**              **Oracle Canada**  
**Location**                    Vancouver ,Canada  
**Designation**                Senior Principal  
 Consultant

**Start Date** 12 2011  
**End Date** 07 2014

**Project** **Exito**

**Client** Almacenes Éxito S.A  
**URL** <http://exito.com>

**Work Description** Help Exito fix problems with their production architecture for exito.com and ensure exito is able scale to their fast growing internet traffic.

**Work Period:** Jan 2011 - Jul 2014

**Responsibilities**

- Help migration exito.com from ATG 9.4 to ATG 10.2 and Endeca.
- Setup new production / QA environment for the migrated application.
- Helped stabilize exito.com after a period of poor stability during the 2011 holiday season(Oct -Dec).
- Make architectural changes to exito.com to help with long term scalability.
- Help guide a team of 3 developers to implement a number of important change requests for exito.com
- Assist Exito do develop inhouse development capability and infrastructure without depending on their existing SI.
- Design and coordinate the load tests to ensure no problems during their Holiday season.
- Migrate exito.com from ATG 9.0 to 9.4

**Technologies Used** ATG 9.4, ATG 10.2, Endeca

**Company Name** **Global Tech Consultants Inc**  
**Location** Plymouth ,USA  
**Designation** Tech Lead  
**Start Date** 02 2010  
**End Date** 11 2011

**Project** **Wal-Mart Titan/UK Groceries/GM Canada**

**Client** Wal-Mart  
**URL** <http://groceries.asda.com>

**Work Description** Provide ATG support and oversight for teams working across 3 different projects - UK

Groceries, Titan, GM Canada. Pro actively review work done by SI for Wal-Mart and provide recommendations.

**Work Period:** Feb 2010 - July 2011

**Responsibilities**

- Provide performance tuning recommendations to help speed up offline order processing.
- Review Search architecture and code written by Wipro for Wal-Mart.
- Helped evaluate ATG Dust as a suitable unit testing framework for the project.
- Act as SME for ATG for holiday readiness testing work being carried out by Wal-Mart in association with Keynote.

**Technologies Used** ATG 9.1, ATG DUST

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| <b>Project</b> | <b>TESCO Change Program</b> |
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| <b>Client</b> | TESCO - Infosys |
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| <b>URL</b> | <a href="http://www.tesco.com">http://www.tesco.com</a> |
|------------|---|

**Work Description** Review design documents, help architect solutions and provide oversight for work being done by Infosys for Tesco.

**Work Period:** June 2009 - December 2009

**Responsibilities**

- Worked on detailed design for implementing the different payment tenders supported - Credit Card, Buy Now Pay Later, Gift Card, Voucher
- Worked on detailed design for eCoupon, eWallet implementation
- Review code developed by the commerce team, provide feed back to the team regarding ATG Best Practices and performance tuning suggestions.
- Establish unit testing framework using ATG Dust in order to implement automated unit tests that can be run from a continuous integration server.
- Provide support the the CSC, Knowledge and SelfService team related to ATG Search setup
- Provide support to the CSC, CampaignManagement and Commerce teams on blocking technical issues.

**Technologies Used**      ATG 9.1, ATG DUST

**Project**      **Wal-Mart International**

**Client**      Wal-Mart

**URL**      groceries.asda.com

**Work Description**      Wal-Mart wants to migrate their existing asda.co.uk website to use the ATG Platform, the project uses ATG Commerce, ATG CSC, ATG Search, ATG CA.

**Work Period:**      Sep 2008 - April 2009

**Responsibilities**

- Work on Behalf of ATG Professional Services to provide support to the Wal-Mart/Wipro development team to implement ATG Search 2007.1
- Work on troubleshooting ATG Search specific environment issues that was causing the search engine to be unstable.
- Provide recommendations to optimize search for fast response time and throughput on Sun T5220 hardware.
- Help the search team to make the search results more relevant to the keyword searched.
- Implement custom Cache to speed up search results and reduce hits to the search engine.
- Help the team to speed up the search indexing process, make sure that appropriate caches are warmed up before the process starts.
- Work with ATG support to help the Wipro development team with product issues.
- Help the Wipro CSC team to identify and troubleshoot performance issues.
- Validate the Production/Staging Search Environment for ASDA.

**Technologies Used**      ATG Search 2007.1, ATG CSC

**Company Name**      **Blast Radius**  
**Location**      Vancouver ,Canada  
**Designation**      Senior Developer  
**Start Date**      09 2005  
**End Date**      10 2008

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| <b>Project</b> | <b>Cox Emergence</b> |
| <b>Client</b>  | Cox Communications   |
| <b>URL</b>     | WWW.COX.COM          |

**Work Description** Cox wants to redesign their current website to provide seamless locale specific access to all their customers and also integrate their diverse content under a single web site. Cox has hired a team from BlastRadius to provide technical support in architecting and implementing the solution.

**Work Period:** May 2008 - Oct 2008

**Responsibilities**

- Responsible for architecting a framework for the Cox application using JSF, Facelets, Seam.
- Work on a proof of concept to validate the CMS architecture that involves extending the Facelets components and propose improvements.

**Technologies Used** JSF, Facelets, JBoss Seam, Cruise Control

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| <b>Project</b> | <b>Jenny Craig</b> |
| <b>Client</b>  | Jenny Craig        |
| <b>URL</b>     | www.jennycraig.com |

**Work Description** Jenny Craig commissioned Blast Radius to redesign their entire web experience in order to provide a seamless user experience between their website, highstreet stores and call centres. This project involved a complete overhaul of their web technology platform for which ATG was chosen. I was the Technology Architect on this project since October 2007.

**Work Period:** January 2007 - May 2008

**Responsibilities**

- Responsible for the design and implementation of the integration architecture between all the Jenny Craig subsystems and the website, including implementation of 19 different SOAP based interfaces
- Improved the overall delivery efficiency by implementing a continuous integration

- server using Cruise Control, coordinating stress testing activities and closely engaging the client throughout the project.
- Configured the development and production infrastructure instances including set-up of Apache web server, diagnosing firewall & load balancer issues and debugging servlet engine performance problems
- Managed the day to day operations of the development team including task assignment, code reviews and issue resolution with the Jenny Craig client.
- Set up Jenny Craig Staging environment with 4 jboss instances , 2 apache instances and a Load Balancer.

**Technologies Used** ATG 2006.3, JBoss, Apache Axis, Cruise Control, eStara Click To Call

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| <b>Project</b> | <b>Newell Rubbermaid</b> |
| <b>Client</b>  | Newell Rubbermaid        |

**Work Description** Newell wanted to have a highly extensible and available architecture to support all their brands and a robust framework for integrating all the associated 3rd party service providers. The proof of concept aimed to validate the architecture proposed by BlastRadius. This involved integrating an ATG Commerce website with SAP, DHL and Veritax using an ESB.

**Work Period:** October 2006 - December 2006

- Responsibilities**
- Analyse the capabilities provided by service mix, design and implement custom Service Engines when required.
  - Use Service Mix for exposing 3rd party services as SOA Services accessible over the ESB, these include Veritax, DHL and SAP

**Technologies Used** Service Mix, ATG B2C Commerce, SOAP, JMS

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| <b>Project</b> | <b>Esselte</b> |
| <b>Client</b>  | Esselte        |
| <b>URL</b>     | www.dymo.com   |

**Work Description** Esselte required support to maintain and enhance websites for various Esselte brands including Xyron, Pendaflex, Dymo. Esselte web



application used Microsoft .Net to implement their presentation tier and ATG Commerce for backend services. .Net used SOAP services exposed by ATG for handling all the business logic.

**Work Period:** July 2006 - September 2006

**Responsibilities**

- Design and implement ATG SOAP services based on requirements of the .Net presentation layer.
- Coordinate with the different 3rd party fulfillment services used by Esselte to help resolve integration issues. Esselte brands use the following 3rd party services Sykes, P21, Remedy.
- Implement integrations with Verisign for Credit card processing, Taxware for tax calculations.

**Technologies Used** ATG B2C Commerce, SOAP, Apache Axis

**Project** Sage Publications

**Client** Sage Publications

**URL** <http://www.sagepub.com/>

**Work Description** The project involves developing a web application for Sage Publications, the project involves developing 5 web sites that runs out of the same code base.

**Work Period:** October 2005 - July 2006

**Responsibilities**

- Work on all profile related use cases, help to customize the purchase process to support requests for inspection copies of books.

**Technologies Used** ATG B2BCommerce, JBoss, Spring, XStream API, Oracle

**Company Name** Tata Consultancy Services Limited

**Location** Bangalore , India

**Designation** Assistant System Engineer

**Start Date** AUG 2004

**End Date** AUG 2005

| <b>Project</b>           | <b>ProjectM</b>   |
|--------------------------|---|
| <b>Client</b>            | Philips CE  |
| <b>Work Description</b>  | Philips wanted to migrate existing EDI business processes with their B2B trading partners from TIBCO Integration manager to TIBCO Business Works. TCS had a distributed team with developers working out of Bangalore, Eindhoven and San Jose The project involved migrating and developing processes for Mapping IDOCs, EDIFACT and RosettaNet PIP messages from more than 15 different B2B Trading partners to Philips internal applications. |
| <b>Work Period:</b>      | DEC 2004 - AUG 2005   |
| <b>Responsibilities</b>  | <ul style="list-style-type: none"> <li>• Migrate all B2B process between Philips and Nokia from TIBCO Integration Manager to TIBCO Business Works 5.2</li> <li>• Manage the communication with Business Analysts in San Jose to make sure the message transformations are functionally correct.</li> </ul>  |
| <b>Technologies Used</b> | Tibco Business Works 5.2, Turbo XML, XML Canon, Toad, Oracle, Eclipse, Apache Tomcat, XML, XSL, XPath, XSLT   |

| <b>Project</b>          | <b>POC for Citi Diners Club Japan</b>   |
|-------------------------|---|
| <b>Client</b>           | Citi Diners Club Japan  |
| <b>Work Description</b> | CitiDiners Club wanted the proof of concept mostly to validate that TCS had the skills and resources to design and implement a web application using the ATG framework. The proof of concept had to build an ATG web application for carryingout file system operations using Ajax and secure transfer of files over HTTPS. |
| <b>Work Period:</b>     | OCT 2004 - DEC 2004   |
| <b>Responsibilities</b> | <ul style="list-style-type: none"> <li>• Train TCS resources to use ATG.</li> <li>• Create Analysis and Design level UML artifacts.</li> <li>• Use Open SSL tool to create certificate authority and SSL certificates.</li> <li>• Configure ATG to run over SSL</li> </ul>  |

**Technologies Used** ATG Dynamo, ATG Relationship Management Platform, Open SSL

**Project** **Business Balance Score Card Portal**

**Client** Philips CE

**Work Description** Develop ATG Portal application for Real time Business Balance Score Card for TCS Philips CE Competency Center.

**Work Period:** AUG 2004 - OCT 2004

**Responsibilities**

- Developed ATG Portal Gear for displaying dynamic charts based on real time data.
- Used the JFreeChart API for developing the charts.
- Design Item descriptors and database schema.
- Set up development environment and CVS server.
- Help give training to junior developers on ATG Relationship Management Platform.

**Technologies Used** ATG Portal Server, JFree Chart, Oracle

**Company Name** **Al-Faris Information Technologies**

**Location** Kuwait City ,Kuwait

**Designation** Technical Lead

**Start Date** August 2003

**End Date** August 2004

**Project** **icoop**

**Client** Ministry of Commerce

**URL** <http://www.icoop.com>

**Work Description** iCoop is a packed product build using the ATG Platform used by co-ops as an electronic marketplace for their goods. Currently the service is used by the Shuwaikh, Shamiya, and Mishref co-ops in Kuwait.

**Work Period:** January 2004 - August 2004

**Responsibilities**

- Helped to implement an iterative software development methodology for the project.
- Develop structural and behavioural UML

artefacts for catalog management and purchase process modules.

- Support the team to design and implemented custom functionality to replicate parts of the product catalog so that new merchants do not have to build their catalog from scratch.
- Develop automated stress test for the web application using JMeter.
- Carry out payment system integration for icoop with KNET payment gateway.
- Develop well defined process for migrating ATG applications from Dynamo to IBM WebSphere Application Server 5.0.2

**Technologies Used** B2C Commerce, Eclipse, Oracle, IBM WebSphere Application Server 5.0.2 , Open SSL, ATG Scenarios, ATG Personalization

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|----------------|---|
| <b>Project</b> | <b>eTajer</b>   |
| <b>Client</b>  | Ministry of Commerce                                      |
| <b>URL</b>     | <a href="http://www.etajer.net">http://www.etajer.net</a> |

**Work Description** eTajer is a b2b and b2c application created for businesses that primarily sell goods and want to build a fully commerce-enabled Web presence. It has an easy-to-use commerce wizard, store editing and management, catalog maintenance, order management as well as back-office management tools. Powered by ATG, eTajer's other functions include Campaign Manager, Order tracking and a fully secure payment system. A unique Auctioning feature enables merchants to conduct online auctions for their wares, as well as bid for wholesale wares put on auction by other merchants.

**Work Period:** August 2003 - January 2004

**Responsibilities**

- Improved Software Engineering practices at Al-Faris by helping to implement an iterative OOAD process and assisting the team develop capability to translate UML models to code.
- Did the analysis and design work for integrating an auction module for eTajer.
- Helped provide better time and cost estimates using Use Case point estimation.
- Develop all structural and behavioral UML artifacts.

- Make sure the project follows Mini RUP methodology, define the required iterations.

**Technologies Used**      B2B Commerce, Eclipse, IBM WebSphere Application Server 5.0.2, ANT, Rational Rose, YKap, Novell eDirectory

#### Education

|                    |   |
|--------------------|---|
| <b>Course</b>      | <b>Machine Learning</b>                 |
| <b>Date</b>        | 2016                                    |
| <b>Institution</b> | Stanford University - Coursea           |
| <b>Course</b>      | <b>Masters in Computer Science</b>      |
| <b>Date</b>        | 2003                                    |
| <b>Institution</b> | Vellore Institute of Technology         |
| <b>Course</b>      | <b>Bachelor Of Computer Application</b> |
| <b>Date</b>        | 2000                                    |
| <b>Institution</b> | Mahathma Gandhi University              |

#### Certifications

**ATG Certified Commerce Developer**  
September 2006

**ATG Certified Relationship Management Developer**  
May 2006

**Sun Certified Java Programmer**  
June 2001

#### Contact Information

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|--------------|------------------|
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