Ammar Khurshid

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Software developer experienced in web development and web analytics.

Experience

Software Engineer | Sainsbury's | July 2024 – Present | Remote, UK
- Drive product analytics across Sainsbury's, Argos, Habitat and TU Clothing – some of the UK's most visited e-commerce platforms, working with React and Next components to implement tracking.
- Work with marketers and internal stakeholders to implement JavaScript marketing and analytics tags.
- Design parameters for A/B tests, build Playwright test suites to automate production release validation.
- Developed an internal Chrome extension that streamlined environment switching across all Sainsbury's websites, eliminating dependence on a paid third-party tool.
- Winner of **Sainsbury's x Microsoft** Hackathon 2025 -built an AI-powered solution that went from design to working prototype, integrating multiple APIs across the business - in 48 hours.
- *Tech – JavaScript, HTML, CSS, Adobe Analytics, Tealium, Typescript, Next.js*

Software Development Consultant | Reply | Sep 2023 – July 2024 | Manchester, UK
- Developed modular, reusable **front-end components** for enterprise clients, including the Fresenius Group (**Fortune 500**), improving maintainability and reducing development time for new features.
- Built and optimised web solutions using JavaScript, HTML, CSS, and Adobe Analytics, improving site functionality and data-driven insights.
- Awarded **"Rising Star"** for innovation and problem-solving, notably correcting a **30%** analytics discrepancy for Nisbets, aligning web analytics data with backend systems, and improving data accuracy.
- *Tech – JavaScript, HTML, CSS, Adobe Analytics, Adobe Experience Manager, React*

Sr. Technical Product Consultant | Adobe | Feb 2022 – Aug 2022 | Noida, India
- Facilitated clients in implementing and optimising web implementations for Adobe Analytics.
- Analysed data extracted from Adobe Analytics to gain insights into customer spending behaviour and resolve outliers in reporting.
- *Tech - Adobe Analytics, JavaScript, HTML, CSS, SQL*

Developer | ICICI Lombard | Feb 2021 – Feb 2022 | Mumbai, India
- Developed Angular web apps encompassing over 50 data entry fields, facilitating the seamless management and data entry of 100,000+ clients for India's largest private insurer. These web applications issued and renewed health insurance policies.
- Rebuilt legacy applications to improve page load time, mobile responsiveness, and reduce API usage.
- *Tech - Angular, JavaScript, HTML, CSS, React*

Frontend Intern | Viga Entertainment | Jul 2020 – Dec 2020 | Remote, India
- Worked on the development of a React web app (https://www.moviecolab.com/) to serve as a repository for tracking sequences and shots in movie production. The application hosts media files and enables interaction between a director and their production team.
- *Tech - React, JavaScript, HTML, CSS*

Education

M.Sc. Computing Science | 2022 - 2023 | University of Glasgow, UK
Programming, Human-Computer Interaction, Internet Technology, Web Science | *Grade – Distinction*

B. Tech Information Technology | 2017 - 2021 | Manipal Institute of Technology, India
Data Structures, Algorithms, Object-Oriented Programming | *GPA – 7.81/10*

Technical Skills

- JavaScript, HTML, CSS, React, Next.js, Node, Express, NGINX, SQL, Git, Adobe Analytics, Python

Certifications

- Adobe Certified Developer – Adobe Analytics Professional
- Certified Scrum Master

Projects

Fresenius Kabi Global Website – German Pharmaceutical Multinational – https://fresenius-kabi.com/
- Development of front-end components for the Fresenius-Kabi website
- Tech - HTML, CSS, JavaScript, Responsive design principles, Adobe AEM, Adobe Analytics.

MovieFlix - Dynamic Movie Recommendation Platform – https://movieflix-tv.netlify.app/
- A movie recommendation platform that allows users to log in, review movies, and curate watchlists based on customised recommendations.
- Developed using React and Node Express with a PostgreSQL database, it seamlessly integrates with The Movie DB API to provide accurate movie recommendations. By implementing API caching, the application optimises resource usage.
- Enhanced user engagement and insights by integrating Adobe Analytics to track user behaviour, offering valuable data for continuous improvement.
- GitHub, Demo
- *Received an **A grade** in the MSc course at the University of Glasgow.*
- Tech - React, Node, Express, PostgreSQL, Analytics