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ACADEMICS: MS Microelectronics (Computer Engineering), University of Texas at Dallas, USA (May 2005)
BS Electronics and Telecommunications Engineering, Amravati University, INDIA (May 2003)

EXPERIENCE/ PROJECTS:

Rewards Network, Hollywood, FL
Title: Web Front End Lead

Aug'06 - Present

Rewards NetworkSM (NASDAQ:DINE), headquartered in Chicago, IL, powers the leading dining rewards programs in North America. The business scope includes restaurant marketing, which include millions of email impressions, mobile access to restaurants via iPhoneTM and Blackberry® smart phones and dining websites, providing restaurant ratings and other restaurant business intelligence, as well as access to capital to restaurants on our program. In conjunction with major airline frequent flyer programs and other affinity organizations, Rewards Network provides more than 3 million members with incentives to dine at participating restaurants. The incentives include airline miles, college savings rewards, reward program points and cash back benefits. The J2EE architecture is built on Spring.

Responsibilities:

- Front-end/ Web user interface: Develop and maintain existing GUI features and recode enhancements. Fix and debugs style issues (**CSS**) and script based features (**JavaScript**).
- Establishing coding standards, testing standards, use-case guidelines, and content management best practices and interact with business users and marketing/sales team for enhanced web experience.
- Understand/ gather business requirements (outlined by Chicago team), design UI Model framework and develop custom interactive modules for the portal using **Java/ Spring/ SWF** based architecture with **JSP/HTML/XHTML and XML** view layer for user end communication
- Content management system (**CVS, ATG publisher, SVN, AccuRev, and Akamai Edge**) –manage, debug and task. Write content copying builds-scripts using **ANT** and **JBuilder** to build and deploy the web archives to the Appserver for local code evaluation.
- Content management and enterprise level code/ UI solution management using **Fatwire**
- Design web components, image assets and support the web graphics team with screen, print and email media on Adobe **Photoshop** and **Illustrator**
- Develop documentations, flowcharts, tables, schema, front-end communications with database objects and demo for internal applications. – use of **SQL** commands for viewing & modifying the resulting records, making DB connections querying DB objects, and performing simple table joins (and similar **JDBC** tasks using driver based and 2-tier querying of relational DB objects)
- Wire-framing use cases, UX experiences and information architecture for possible clientele.
- Create reusable components that can be accessed on any platform and monitor the feedbacks generated from the Web users. Maintain event logs from Dynamo servers using **Log4j**
- Manage and train a team of offshore consultants for development tasks; interact and assign design and web layout tasks with Marketing, Partner Management, Merchant Services and Information Architects
- Application based design tasks and decision making based on cross browser web tests (**Canoo**) and unit tests (**JUnit**) conducted on proxy development environments.
- Minor tasks on statistical collections – Gomez, Coremetrics and SEO based implementations. Evaluation of the business model using **UML** based state-charts as well as independent interactive rapid prototyping/ mock-up tools like Axure, Nitro PDF and Balsamiq.
- Dynamic geo-targeted content created and handled using the **MOJO** and **DFP** ad-servers.
- Email template design for HTML promotional campaigns using **Exact Target** email server.

Environment/ Technologies: XML, CSS, JSP, JavaScript, HTML, PHP, DOM, Eclipse 3.5 +, UML, Java, Spring, Photoshop, ATG, AccuRev, SVN, Ampscript, JQuery, Portals, AJAX, MS SQL server, Log4j, JBuilder, Canoo, Servlet, JUnit, Exact Target, MOJO adserver, Balsamiq Pro, Nitro PDF Pro, Axure, JIRA, Fatwire

Appserver: Apache Tomcat 6, Tomcat 5

Office Depot, Boca Raton, FL
Project: Ecommerce and OMax Integration
Title: UI Developer

Apr'14 - June'14

Office Depot, Inc. is a global supplier of office products and services. Formed by the merger of Office Depot and OfficeMax, Office Depot, Inc. is a leading global provider of products, services, and solutions for every workplace – be it an office, home, school, or car. The company combines annual sales of approximately \$17 billion, over 60,000 associates, and serves consumers and businesses in 58 countries via 2000 retail stores, award-winning e-commerce sites and a dedicated business-to-business sales organization all delivered through a global network of wholly owned operations, joint ventures, franchisees, licensees and alliance partners. The Ecommerce project involves sourcing a variety of customer needs including technology, core office supplies, print & document services, business services, retail and online facilities, products, furniture, and school essentials. The OMax integration project covers all user interface tasks pertaining to Office Max service integration - including store services, brand portfolio management and corporate solutions.

Responsibilities:

- Assisting UI development team in development of business solutions for both global Office Depot site and business solutions website (**BSD**). **JavaScript/ JQuery, CSS, JSP, and HTML/XHTML** tasks to implement tasks related to integration, conditional logic for Office Depot versus Office Max locations and branding.
- Code refactoring, improvement of legacy code and content management on development and staging websites within Struts framework and GTools.
- Work on image assets, web graphics and marketing material for screen, print and email media on **Adobe Creative Suite**. Assistance in UI/ UX design framework set up for Office Max web integration.

Environment/ Technologies: CSS, JSP, JQuery/ JavaScript, HTML, IBM Rational Application Developer (RAD) 8.5, Eclipse Kepler, Struts, Adobe Creative Suite, SVN, Monetate, GTools, Coremetrics

ADT Security Services, Boca Raton, FL
Project: ADT Corporate Split
Title: Senior Media Engineer

Feb'12 - Mar'14

ADT is a market leader in security services. One of the most trusted and well-known brands in the security industry and currently serves more than six million customers, easily the largest company of its kind in both USA and Canada. With products catering a wide range of customer base and requirements starting from extensive home, business, corporate and government security to personal security applications like ADT Pulse targeted at smart phone-friendly users, ADT provides cutting edge innovative solutions and fast response.

Responsibilities:

- Primary media engineer responsible for all web-related tasks allied to corporate split of ADT from its parent company Tyco. Assignments included upgrades to functionality and UI/ UX of website home page, navigation, sitemap, 'About Us' section, Legal and Company History.
- Digital production and media engineering duties – in charge of content, UI and web site maintenance as well as quarterly, seasonal and regular updates of content and functionalities. Task updates done using **WebSphere Content Management** module (WCM)
- Develop applications for Samsung Smart TV for its custom app-store. Android and iPhone concepts scaled to fit the Samsung SDK in conjunction with specific UX features to deliver standalone app for the device using **Samsung SmartApp UI**
- Adobe Experience Manager (**AEM**) 5.6 and CQ 5.0 used for internal site migration.
- Building standalone applications and web-pages for integration with investor relations for our public share price display using **JQuery, HTML and CSS**.
- Work on image assets , web graphics and marketing material for screen, print and email media on Adobe **Photoshop** and Adobe **Illustrator**
- Video application management and media production using **Brightcove** video management
- SEO based statistical collections, metrics management and tagging customer data – Google Analytics, Test and Target, Omniture, Razor Fish, Kenshoo, Adobe Tag manager and Mindshare.

Environment/ Technologies: XHTML, CSS, JSP, PHP, JQuery, HTML, Eclipse Indigo, Java, Adobe Photoshop, Adobe Illustrator, WCM, IBM Websphere, Adobe Tag manager, Omniture, Samsung SmartApp SDK

Third Solutions, Miami Beach, FL
Project: MyReceipts™
Title: Lead UI/ UX Developer

Jul'11 - Feb'12

Third Solutions launched the first multi-merchant digital receipts service which is operationally live as MyReceipts™. The service electronically aggregates itemized receipts from participating merchants and presents them to consumers via company website and partner channels. MyReceipts™ reduces the need for physical receipts while helping retailers and consumers go more "green". MyReceipts™ digitizes SKU-level receipt data to enable a range of consumer uses, including budgeting, coupons, expense management, returns, shopping lists, warranty service etc. It also adds value by allowing non-traditional marketing channel for brand enhancement and product merchandize.

Responsibilities:

- Front-end/ Web user interface: Develop and maintain existing GUI features and recode enhancements. Fix and debugs style issues (**CSS**) and script based features (**JavaScript**). Manage and task additional duties
- Design mock-ups and build interactive web modules using creative assets, **Jquery, CSS, XHTML** and **JSP/PHP** to interact with Database objects and back end Java code.
- Handle code versioning and content management (**CVS, SVN**). Write content copying builds-scripts using **ANT, Robocopy** and **JBuilder** to build and deploy the web archives and verify applications on web
- Design web components, image assets, web graphics and marketing material for screen, print and email media on Adobe **Photoshop** and Adobe **Illustrator**
- Develop documentations, wireframes, flowcharts, tables, schema, front-end communications with database objects and demo for internal applications. Using **SQL** commands for viewing & modifying the resulting records, making DB connections querying DB objects, and performing simple table joins(similar **JDBC** tasks using driver based and 2-tier querying of relational DB0)
- SEO based statistical collections – Google Analytics, Alexa rank, Facebook Stats.
- Enhance social media presence via YouTube, Twitter and Reddit.
- Fine tuning and enhancement of internal member area website and interactive point of sales software update using **C++** and **C#** based platform. Importing of user data using custom XML schematic files.
- Rapid prototyping and creating mock-ups using Axure, Nitro PDF and Balsamiq. Document updates on test cases and marketing standards.

Environment/ Technologies: XHTML, CSS, JSP, PHP, Ruby 1.9.2 (with gems), JQuery, HTML, Eclipse Helios IDE, Java, Struts, Adobe Photoshop, Adobe Illustrator, Axure Pro, Gliffy, Apache Tomcat 7, SVN, C++/C

Insight (Metavante Corp., Milwaukee, WI)
Title: Senior UI Developer

Apr'06 - Aug'06

Insight is a full-scale customer banking operations software module. The entire banking operations included account settlement, processing, overrides, cycle and balance details etc. The navigation involved getting stored procedure methods into local DGM and use Façade and DAO patterns to give clients simple handlers to work with at front end. Struts based J2EE architecture, the GUI used XML, JavaScript, XSL, and mapped using appropriate flow handlers.

Responsibilities:

- Responsible for entire GUI model for specific banking service details (plans). View was designed using **XML**, and formatted using **JS** and **XSL**.
- Using platform independent client side GUI models for bankers using **Java Swing** – with specific toolkits like JTable implemented for accessing tabular accounts and data.
- Coding request handler classes for Plan Details, account settlement operations. Defined properties of Java objects, handlers and helped bridge those properties by mapping them into a XML file using **Castor JDO**
- Made GUI features enhancements based on multiple **stored procedures** using static and dynamic fields from single/ /multiple result sets. Used JavaScript to suppress fields preferentially at front end, as per clientele'. Created temporary **DGM** groups to add features.
- Wrote specific methods for Remote DAO operation to get multiple pattern tiers for specific account information and set in sessions.
- Frequent interaction with **BA** teams to design and amend **technical specs** and **functional specs**.
- Appended navigation module for activities based on menu and description fields.
- The messaging/ email services were handled in publish-subscribe module using the **JMS** APIs.

Environment/ Technologies: XML, XSL, JavaScript, Java Swing, JMS, Java, HTML, DOM, Harvest 7.1 Content Manager (version control), DAO, Façade patterns, Apache Struts 2, Castor, Eclipse 3.1, IBM-Websphere (webserver)

Infospace Mobile, Los Angeles, CA
Project: Phoenix
Title: GUI developer/ designer

Jan' 06 – Apr'06

Project Phoenix is aimed at developing mobile-phone services website for partnering different carrier services for WAP based purchase and feature exploring. Moviso, prime provider of mobile data services (e.g. ring tones, graphics, portals) and mobile entertainment (content and applications) looked at feature overhaul of premium mobile content. Content design was undertaken using AJAX, JavaScript, CSS, DHTML-DOM and JSPs. Cygwin encompassed the development environment.

Responsibilities:

- Responsible for within page **Web service** calls, without page refresh using **AJAX** function calls catching the **JavaScript** called on UI (buttons, or images). Then the **DOM** based modifications are done and required response is sent back to referenced page location. The Web service call in a nested page was developed using applications defined by Ajax function and the JS functions.
- Wrote the custom functions and features for UI (media features, and displays)
- Responsible for the preparing **SAD, MRD** and updating flowcharts for POC/internal needs.
- Coding of **JSPs** for display, as well as includes and custom taglibs for specific client needs, including edit options for custom services. Exposed to SOAP/XML features.
- Personalization and formatting using **CSS** with static **HTML** content and Struts framework handled. Implementation of apt design patterns (**Builder, Proxy**) as per client requirements.
- **CVS** was used for version control, log, file management (I/O, rewrite, merger operations) and bug tracking communication (VI bash script used for handling the tasks). **Cygwin** was used for simulating UNIX environment.

Environment: HTML/DHTML-DOM, CSS/CSS2, JSP, Windows XP, Cygwin, VI editor 6.0, CVS, Struts, XML, Apache-Tomcat-5.5.1

CIMS, Tarrant County, Fort Worth, TX
Project: CIMS
Title: Web Design/ Web Development Lead

Jul' 05 – Dec'05

County Information Management Services (CIMS) is the county level jury services and criminal identification system. The project aimed at integrating discrete components of Criminal information data (available with District clerk databases), with a web-based system to enable online access. The data is classified in terms of warrant lists, CID (criminal identification numbers), and case lists. They are accessed to local machines using Sonic ESB and Stylus Studio® 5.1 tools. The queried data is represented as schemas (data sources) for custom view of certain relational DB features. The GUI is developed using portals. Web services are called from within the display mode JSPs which are published as custom portlets for authorized user access and modification.

Responsibilities:

- Responsible for the GUI development using Oracle 10g Portal
- Designed the entire client end pilot application(user access, resource management, administration privileges, register custom portlet, graphics and web-enabled portal development)
- Designed custom web services from registered Xmethods (UDDI) and queried the services from within the portal using JDeveloper 10g tools.
- Exposed to WSDL files, parameter based coding of XSD and SOAP methodology. Used Toad for application development on Oracle, schema comparison, and importing of stored procedures for custom enhancements with a rapid overhead interface
- Coding of JSPs for display and edit options for custom services.
- Documentation of entire front end process flow for POC(Proof of Concepts)

Environment: Oracle 10.1.2 Portals, Oracle JDeveloper 10g, Toad, JSP, Servlets, WSDL, SOAP, Sonic Stylus Studio 5.1, Windows XP.

FREELANCE EXPERIENCE :(References and website/ portfolio available on request)

Responsibilities:

- Overseeing the full website development with primary focus on GUI features, graphic design, customer interaction on the primary web landing page
- Coordinate with back end/ web-cart developer to communicate the data from the web front end and establish a full transaction based on business requirement.
- Designing e-business stationary – banners, email logos, social media pages, blogs, RSS Feeds, adding SEO features and extensive analytics(both single and parked domains) using Google Analytics.
- Technical documentation and content writing, proofreading, plagiarism check and commercial product review experience for authors and business establishments.
- Developing and customizing standalone WordPress sites for business sub-domains.

Sportpulse, London (UK) and Karachi (Pakistan)

Mar' 12 – Present

Title: Editor-in-chief, Cricket Department

- Supervisor of all sports journalism related to Cricket – news, articles, live tweets and blogs and live game coverage worldwide.
- Member of management board - responsible for decisions regarding user experience, reporting style, viewership, plagiarism guidelines and metrics management.