



# AMEENUDDIN ATIF MOHAMMED

+31 644 939 013  
atif089@gmail.com



## Experience

### Booking.com

Amsterdam, Netherlands

2014 Aug - Current

### FrontEnd Developer & Team Lead

#### Customer Service Innovations Team

Managing a team of 5 people and worked together on:

- Identify and eliminating friction for customers trying to contact Booking.com, and at the same time optimizing the UI so maintain clarity, consistency, and context to both the customer and the support staff.
- Analyzing common customer behavior and identify patterns in customer service tickets and develop innovative solutions to reduce human handling and foster automation.

#### Onboarding Lead

- Leading and managing the onboarding journey for new hires right from before they join the company until the end of their probation. Setting up training, tracking their overall development and providing developmental feedback.
- Identifying skills, strengths, weaknesses and mapping interests of the developers and match them to place them within different teams in the company.
- Contributing to the development of advanced tools to make the onboarding process smoother. For example, I spent on creating a lot of Google Drive Scripts that helped automate redundant processes like sending emails, grooming backlog, setting up automatic calendar invites for important training, tracking feedback and producing individual reports from spreadsheets.

- Over a span of 4 months, I worked with and successfully integrated 38 people in the company with an average of 14 reports at any time.
- I was also a part of a pilot program called "incubator teams" where the new Engineers along with a new Product Owner worked on researching a topic that could produce high value to the company in the future. One such topic that I worked for, the impact of website loading and interaction speed went on successful and eventually converted into a track called "Web Velocity" which is currently supported by 25+ people.

### Landing Pages Team

- Worked on conducting user research, applying the learnings from user research in form of A/B Tests to optimize Booking.com landing pages (mobile, tablet and web) serving traffic from various sources like meta partners, SEO, PPC, etc.
- Built tools to automate processes like linting checks, boilerplate to create new A/B tests, etc. using Bash and Node.JS.
- Also, supported and facilitated onboarding new developers on the team.

### Other Teams

- Worked on rewriting the core routing component of the system and a new search box along with routine Frontend / Javascript tasks. I also worked on implementing Google Analytics events and dimension for various user interactions.
- Worked for over a year on parts of Mobile and Tablet website. Other daily activities include generating experiment ideas for A/B Testing, prioritizing and implementing them. I also worked on optimizing the mobile website for better performance.

## Amazon.com

Hyderabad, India

2012 Jun - 2014 July

## Web Development Engineer

### Amazon Local Services

Worked on implementation of early UI model, PoC for Amazon Local Services

### Amazon Services

Working on Web Development, Traffic Analysis, A/B Testing and Optimization for Amazon Marketing Websites in US and Europe (services.amazon.com, services.amazon.co.uk, services.amazon.fr, services.amazon.de, services.amazon.es and services.amazon.it).

### TCS (Tenancy Configuration System)

Worked on the UI for a web based application which can orchestrate generation of configuration sets and monitoring configuration for new website launches

## Thinkful

Remote

2013 Oct - 2015 Oct

## FrontEnd Development Mentor

### Amazon Local Services

I provide weekly one on one support, feedback, help and advice to students working through the front-end web development curriculum and starting soon on NodeJS curriculum.

## UnitedHealth Group

Hyderabad, India

2011 Jul - 2012 Jun

## Software Engineer

Working on development and maintenance of client portals for UHC M&R Insurance Solutions. Work involved integrating UI Comps supplied by onshore resource into the existing website built upon Springs Framework

# Achievements

## Amazon Patent Award

Filed for a patent in the USPTO Office related to Marketing Industry in May 2013. (Patent Application Number - 13/924,077)

## Front End Development Mentor

Mentored over 25 students for Front End Development (HTML, CSS, JS).

## Freelance Consulting

**Achieved a Top-Rated Status on Upwork platform - This is achieved by freelancers who secure a 95% or better feedback on 12+ projects in a year.**

Offered development and consulting for 12 years to small and medium business owners from family and friends to other seeking help on freelance platforms like Elance, Upwork, etc. with website/mobile development, online presence, and business automation.

# Education

2007 Aug - 2011 June

Bachelor of Technology (Information Technology)  
VIF College of Engineering and Technology, 2007 - 2011  
Hyderabad, India

# Skills

HTML CSS Javascript NodeJS

MySQL / MariaDB MongoDB

Rethink DB React Redux WebPack

jQuery Puppeteer Google Drive Scripts

Postman Git CLI AWS

Google Cloud Platform Nginx Apache

PHP WordPress / WooCommerce

Terraform Docker Vagrant

Linux / Bash A/B Testing

Google Analytics