Faheem Habib
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CAREER SUMMARY

- 14+ years of experience in application development of n-tier applications using all aspect of software development life cycle.
- 7+ years of experience in Team Leadership and distributed Team Management to manage range of small to enterprise projects from planning till delivery using Agile methodologies.
- Certified Sitecore CMS Developer with 3+ years of experience with CMS development based on CXA, Helix and Habitat.
- Specialized Umbraco Development with 6+ years of experience.
- 5+ Years of Integration development for Consumer Engagements, Campaign strategy, planning and execution, Reporting and Performance Analysis.
- Project Management and Scrum Master Certification.
- Excellent organizational, communication, interpersonal and self-motivational skills.
- A dedicated and self-motivated professional.
- Experience to work with Multi-National Organizations, multi-national/distributed project development, collaboration, communication and delivery.

TECHNICAL SKILLS

- C#, ASP.Net, MVC, PHP, VB.Net, ADO.Net, WCF
- Sitecore, Umbraco, Custom CMS, Multi-Lingual CMS, Multi-Site CMS
- Web API's of REST, SOAP, WCF with XML, JSON Data format and secure communication consist of multi-level authentication processes.
- Microsoft SQL Server, My SQL, Oracle
- BM Watson Campaign Automation (Silverpop/IB Watson/Accoustic) for Email based campaigns
- SMS based campaign development and execution with Twilio and IBM
- Integration with BriteVerify for email address verification
- Integration with Infobip for mobile number verification
- Integration with IBM Universal Exchange Behavior (UBX) for dataflow across multiple platforms
- AWS API Integration, Bucket Management, Security management and connector configuration.
- Javascript, VB Script, Jquery, Ajax, HTML 5
- Microsoft Visual Studio, Microsoft Project, Smart Sheets
- Team Foundation Server, Microsoft Visual SourceSafe, GIT

EXPERIENCE

Technical Team Lead   Nov 2012 – Present
Belong Interactive (UAE)

- Leading the technical team to develop and deliver .Net based applications.
- Requirement analysis, estimation, planning, management, QA and delivery.
- Creating documentation for Analysis, development and delivery processes
- Web application development using ASP.Net, C#, Umbraco, Sitecore, VB.Net and PHP

- Database design, creation, normalization, stored procedures and implementation in MS SQL Server and My SQL
- Creating Strategy for Consumer Engagement campaigns, execution and reporting.
- AWS Server management, Bucket Management and Security Implementaion.
- Social Media applications development
- Multilingual web application development
- Web Services creation for mobile applications, AWS API's, Silverpop/Accoustic, BriteVerify, Twilio, Infobip and custom API Development.
- Work with mobile application team to provide backend CMS solutions
- Develop E-Commerce solutions, shopping cart and payment integration
- Maintenance of existing web applications
- Working as Individual as well as Team Lead

Sr. Web Programmer   April 2008 – Nov 2012
Cyber Gear LLC (UAE)
- Web application development using ASP.Net, C# and PHP
- Database design, creation, normalization, stored procedures and implementation in MS SQL Server and My SQL
- Multilingual web application development
- Web Services creation for mobile applications as well as 3rd party applications
- Development of Newsletter Management system
- Maintenance of existing web applications
- Working as Individual as well as Team Leader
- Involve in technical planning during the project initialization stage
- Requirement analysis, time estimation, planning, execution and quality control of web applications

Senior Web Programmer   May 2006 – April 2008
Leaders Software & Web Solutions (UAE)
- Web application development using ASP.Net, C# and PHP
- Database design, Creation, Normalization, Stored Procedures and implementation in MS SQL Server and My SQL
- Multilingual web application development
- Maintenance of existing web applications
- Working as self motivated Individual as well as team member

Web Programmer   July 2004 - April 2006
EFKAY Associates (Pakistan)
- Web application development using ASP.Net and C#
- Database design, Creation, Normalization, Stored Procedures and implementation in MS SQL Server and My SQL
- Maintenance of existing web applications
- Working as self motivated Individual as well as team member

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EDUCATION

Quaid-e-Azam University   2003-2004
Islamabad, Pakistan

- M.Sc Computer Science

2001-2002

Gov Post Graduate College
Abbottabad, Pakistan
- B.Sc Computer Science

MAIN PROJECTS

Majid Al Futtaim

Technologies:

Sitecore, Umbraco, C#, ASP.Net, MS SQL Server / Sitecore, C#, Asp.Net, MS SQL Server

Over View:

Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA). MAF business spans 15 international markets, employs over 33,000 people, and has achieved the highest credit rating (BBB) among privately held corporate in the Middle East. MAF need to create a single repository to feed all 15 international markets from the same source while keeping their individual identity intact. We created a Single sign on based CMS which can serve the purpose. CMS was initially developed in Umbraco CMS using C#, Asp.Net and MS SQL Server and was live for 3 and half years. Later, Client's internally policy, we need to migrate from Open source CMS to Enterprise CMS. Due to this change, we have re-created the entire CMS in Sitecore with C#, Asp.Net and MS SQL Server.

Responsibilities:
- Initial Requirement analysis, Time Estimation and planning
- Activity planning, setting the milestones and deadlines
- Developed complete Content Management System for 15 Different entities knows as Mall of the Emirates, Mall of Egypt and 13 City Centers across the Middle East. Each entity represents a different website integrated inside a single CMS.
- Integration of different set of Style sheets and Scripting files for each entity to maintain their individual identity
- Development of fully Integrated Single Sign On System
- Create a centralized repository for all content updates
- Social Media Integration with Facebook, Twitter, Youtube and Instagram
- Mobile Apps Integration using Web Services and Json
- Develop all web site as a bi-lingual website for English and Arabic languages
- Meeting with client at all phases of project milestones
- Deployment in Live Environment
- Documentation and Customer Training
- Regular Maintenance of the application

  Website Includes [Each website has integrated mobile application]
  http://www.malloftheemirates.com/
  http://www.deiracitycentre.com/
  http://www.sharjahcitycentre.com/
  http://www.mirdifcitycentre.com/
  http://www.ajmancitycentre.com/
  http://www.fujairahcitycentre.com/
  http://www.muscatcitycentre.com/
  http://www.bahraincitycentre.com/
  http://www.maadicitycentre.com/
  http://www.alexandriacitycentre.com/
  http://www.qurumcitycentre.com/
  http://www.beirutcitycentremall.com/
  http://www.citycentremeaisem.com/
  http://www.citycentreshindagha.com/

Ming Ecosystem [A Complete Consumer Engagement Solution]

Technologies:

C#, ASP.Net, MS SQL Server

Overview:

Philip Morris International is a well-known and world's leading organization in tobacco industry. PMI continuously involves in consumer engagement activities using their distributed channels, gather consumer information and communicate with them on regular basis. Ming connects to multiple sources, get the data in different format, process and store securely. Data related to communication sent through email or SMS is managed and actions taken on the communication is pushed back into the system. List of functions are as follows.

Responsibilities & Functions:

- Initial Requirement analysis, Time Estimation, planning, development, QC and Delivery
- Database Design, creation and Normalization
- Web Services integration
    - o Silverpop / IBM Watson / Accoustic
    - o Twilio
    - o Amazon AWS S3
    - o IBM UBX [Universal Exchange Behavior]
    - o Infobip
    - o Brite Verify
    - o iPad Application
    - o Custom API development to send, receive and process data
    - o XML and JSON data manipulation
    - o REST, SOAP, WCF type web services
- Development of multiple services to collect data from different sources, de-dupe data based on email and mobile and push to respective databases.
- Development of complete SMS based communication system which includes
    - o Generation/personalization of deeplinks
    - o Personalization of SMS contents
    - o Implement of Custom Short URL
    - o Triggering of actual SMS
    - o Scheduling of SMS campaign
    - o Configuration of Batches based on number of consumers
    - o Tracking the send and clicks
    - o Optout Management
- Collection and Manipulation of data from multiple sources
    - o Collect data from iPad application through custom web services
    - o Processing of data from AWS S3 buckets based on different files received from different sources and custom campaigns
    - o De-dupe the data based on email and mobile
    - o Stored the de-dupe data in encrypted format
    - o Push the data to Silverpop for further communications
    - o Sent out automated SMS and Email communications
    - o Configuration of different process to execute daily on pre-defined timing automatically.
- Regular process to identify duplicated consumer from different databases and inter-linking.

- Implementation of security layer for secure manipulation and communication of data
- Encryption of data at different levels for additional security
- Reporting of entire communications
- Maintenance, debugging and fixing of any on-ongoing activity issues
- Meeting with client at all phases of project milestones
- QA and UAT of development before releasing to Live.
- Deployment in Live Environment
- Documentation and Customer Training

Emirates Driving Institute

Technologies:

C#, ASP.Net, Oracle 8i

Overview:

Emirates Driving Institute known as EDI is a largest and most successful driving institute in Dubai and the Middle East. It is a part of the renowned Belhasa Group. EDI provides driving license training courses using its fleet of over 1000 vehicles in different vehicle categories like Car, Heavy Bus, Light Bus, Heavy Truck, Shovel, Forklift and Motor Cycles. Around 500,000 students have acquired their UAE driving license from EDI since its inception. In 2010, EDI feels a need to go online with all their services which includes Registration, Profile Management, Online payments, Class Booking, Teachers Profile and reporting. We developed a CMS to perform all these functionalities and save students time to visit their branches and do all these task in presence.

Responsibilities:

- Initial Requirement analysis, Time Estimation and planning
- Activity planning, setting the milestones and deadlines
- N-tier architecture for presentation layer, the Business and Data Access Layers
- Database Design, creation and Normalization
- Implementation of Online registration system, Online payment system and integration with ERP system
- Implementation of Teachers management, class booking, reporting for Classes, test, test results, fees, instructor and other schedules.
- Real-time record manipulation between website and ERP system
- Cascading Style Sheets (CSS) for User Interface uniformity throughout the application.
- Maintenance, debugging and fixing of bugs
- Meeting with client at all phases of project milestones
- Deployment in Live Environment
- Documentation and Customer Training

Website URL: http://www.edi-uae.com

Tawazun Holding

Overview:

Tawazun Economic Council, was created in 2007 to develop ventures through industrial partnerships and strategic investments that add value to the UAE's industrial manufacturing sector across a number of areas: defense & aerospace, automotive, munitions, metals and technology. Tawazun have 14 different subsidiaries with separate management. They need to have a single CMS which can manage 14 different bilingual website from the same source. We developed a CMS suing Umbraco CMS to serve the purpose. All 14 website can be managed from the same CMS either by single user or by different users with different access levels. Also, the system needs to go through an approval process, where editor are editing the contents but are not able to publish them. Admin need to review the contents and publish it manually.

Technologies:

Umbraco, C#, ASP.Net, MS SQL Server

Responsibilities:

- Initial Requirement analysis, Time Estimation and planning
- Activity planning, setting the milestones and deadlines
- Developed complete Multilanguage Content Management System for 14 Different entities. Each entity represents a different website integrated inside a single CMS.
- Integration of different set of Layout, Style sheets and Scripting files for each entity
- Creation of fully Integrated, Open Source and Robust System
- Multilevel Users Management System
- Role Based users with different set of restrictions
- Centralized repository for all content updates
- Social Media Integration
- All subsidiaries include Multilingual [English& Arabic] website
- Maintenance, debugging and fixing of bugs
- Meeting with client at all phases of project milestones
- Deployment in Live Environment
- Documentation and Customer Training
- **Website Includes**
  http://www.adasi.ae
  http://www.tip.ae
  http://www.burkan.ae
  http://www.cla.ae
  http://www.nimr.ae
  http://www.remaya.ae
  http://www.tads.ae
  http://www.tawazundynamics.ae
  http://www.tpiuae.ae
  http://www.ttcuae.ae
  http://www.jaheziya.ae
  http://www.jobaria.ae
  http://www.adars.ae
  http://tec.tawazun.ae

Aswaaq Online

Technologies:

nopeCommerce , C#, ASP.Net, Microsoft SQL Server

Overview:

aswaaq is a local brand and recognized as one of the trusted retailers in UAE. In Compliance with the international standards, aswaaq manages and operates supermarkets and retail community malls located at the heart of residential communities, in addition to, a variety of value added services. To meet the user needs, aswaaq has decided to go online in 2013. We have develop a complete e-commerce solution to meet all of their customer requirement. Application can manage huge amount of data and user can view huge range of products ranging from day to day grocery, poultry, dairy, fishery products to beauty and health products. User can pay online and can choose best option and timing of delivery of the goods. E-commerce solution is developed using nopeCommerce.

Responsibilities:

- Initial Requirement analysis, Time Estimation and planning
- Activity planning, setting the milestones and deadlines
- N-tier architecture for presentation layer, the Business and Data Access
- Database Design, creation and Normalization

- Integration of Website with Intranet Windows application
- File management system for creating and updating records from one system to the other
- FTP client configuration and Security
- Schedulers for updating database automatically through Flat files
- Online payment integration
- Integration with delivery system
- Maintenance, debugging and fixing of bugs
- Meeting with client at all phases of project milestones
- Deployment in Live Environment
- Documentation and Customer Training

Website URL: http://www.aswaaqonline.ae/

Mediclinic Middle East [EHL Management Services]

Technologies:

C#, ASP.Net, MS SQL Server

Overview:

Mediclinic Middle East is part of Mediclinic International, a private hospital group with three operating platforms in Southern Africa (South Africa and Namibia), Switzerland and the United Arab Emirates, and a 29.9% shareholding in Spire Healthcare, a UK-based healthcare group with 38 hospitals. Mediclinic need to centralize all of their 10 enities in UAE to be centralized into once cms with additional online services of Doctor profiles, online appointment and complete range of disease database. The solution was developed fully custom built CMS using C#, ASP.Net and MS SQL Server. All websites are being managed by single CMS.

Responsibilities:

- Initial Requirement analysis, Time Estimation and planning
- Activity planning, setting the milestones and deadlines
- Developed complete Custom Content Management System for 10 Different entities represent private Hospitals and Clinics established in UAE.
- Integration of different set of Style sheets and Scripting files for each entity
- Fully Integrated Single Sign as well as Clinic based Sign on System
- Centralized repository for all content updates
- Centralized repository for All Doctors, Specialties and Services available across the group.
- Online Appointment System
- Careers Management
- Maintenance, debugging and fixing of bugs
- Meeting with client at all phases of project milestones
- Deployment in Live Environment
- Documentation and Customer Training
- **Website Includes:**
  Mediclinic: http://www.mediclinic.ae/
  Mediclinic Welcare Hospital
  Mediclinic City Hospital
  Mediclinic Dubai Mall
  Mediclinic Ibn Battuta
  Mediclinic Al Sufouh
  Mediclinic Beach Road
  Mediclinic Al Qusais
  Mediclinic Mirdif
  Mediclinic Arabian Ranches
  Mediclinic Meadows

Additional web application are as follows

- Abu Dhabi Urban Planning Council (UPC)
  Umbraco , C#, ASP.Net, MS SQL Server
  http://www.upc.gov.ae/

- Choueiri Group
  Umbraco , C#, ASP.Net, MS SQL Server
  http://www.choueirigroup.com/

- Jotun
  C#, ASP.Net, MS SQL Server, Web Service,
  Mobile Application Integration
  http://jotun.belongi.com/

- Pepsi Co Greetings
  C#, ASP.Net, MS SQL Server, E-Card System
  http://www.pepsicogreetings.com/

- World Trade Center Abu Dhabi
  C#, ASP.Net, MS SQL Server
  http://www.wtcad.ae/

- Burj Khalifa
  Dot Net Nuke , C#, ASP.Net, MS SQL Server
  http://www.burjkhalifa.ae

- E-Kanoo Racing
  Umbraco, C#, ASP.Net, MS SQL Server
  http://www.ekanooracing.com/

- Sharjah Mega Mall
  PHP, MY SQL
  http://www.megamall.ae/

- Bridgestone Middle East
  C#, ASP.Net, MS SQL Server
  http://www.bridgestone-mea.com

- Dubai Festival City
  C#, ASP.Net, MS SQL Server
  http://www.dubaifestivalcity.com

- Abu Dhabi National Hotels
  C#, ASP.Net, MS SQL Server, Hotel
  Management System
  http://www.adnh.com/

- The Green Ecostore
  PHP, MY SQL, E-Commerce Solution
  http://www.thegreenecostore.com/

- Yasmall
  C#, ASP.Net, MS SQL Server
  http://www.yasmall.ae/

- Hayel Saeed Anam & Co
  Umbraco , C#, ASP.Net, MS SQL Server
  http://www.hsagroup.com/

- Updates Tracking System
  C#, ASP.Net, MS SQL Server
  http://www.mafpmarketing.com/

- Sharjah Sports Council
  C#, ASP.Net, MS SQL Server
  http://shjsc.sharjah.ae/

- Code 971
  C#, ASP.Net, MS SQL Server
  http://www.code971.ae

- Carole Azzam
  Umbraco , C#, ASP.Net, MS SQL Server
  http://www.caroleazzam.com/

- Dubai Bank
  C#, ASP.Net, MS SQL Server
  http://www.dubaibank.ae

- Al Gharbia – Western Region Abu Dhabi
  PHP, MY SQL
  http://www.algharbia.ae

- Festival Center
  C#, ASP.Net, MS SQL Server
  http://www.festivalcentre.com

- Tamani Hotels
  C#, ASP.Net, MS SQL Server, Hotel
  Management System
  http://www.tamanihotels.ae

- Gulf Capital
  C#, ASP.Net, MS SQL Server, Newsletter
  Management System
  https://www.gulfcapital.com/

- Kenana Sugar Company
  C#, ASP.Net, MS SQL Server
  http://www.kenana.com/

- Dubai Bone & Joint Center
  C#, ASP.Net, MS SQL Server
  http://www.dbaj.ae

- Sharjah City Guide
  Classic ASP, MS SQL Server
  http://www.sharjahcityguide.com

- Dubai City Guide
  Classic ASP, MS SQL Server
  http://www.dubaicityguide.com

- PKF UAE
  PHP, MY SQL
  http://www.pkfuae.com

- Technical Diesel Machinery
  C#, ASP.Net, MS SQL Server
  http://www.tdmachines.com

- Visions Consultancy International
  C#, ASP.Net, MS SQL Server
  http://www.visions-international.com

- Precision Industries
  C#, ASP.Net, MS SQL Server
  http://www.pi-dubai.com

- Habtoor Hotels
  C#, ASP.Net, MS SQL Server, Hotel Management System, Newsletter Management System
  http://www.habtoorhotels.com

- Tamani Hotel Marina
  C#, ASP.Net, MS SQL Server
  http://www.tamanimarina.ae

- Cairo Festival City
  C#, ASP.Net, MS SQL Server
  http://www.festivalcitycairo.com

- Leaders Internet Website Design
  C#, ASP.Net, MS SQL Server
  http://www.uaeleaders.com

- Hope International
  C#, ASP.Net, MS SQL Server
  http://www.hopeint.us

- ProX Dubai
  C#, ASP.Net, MS SQL Server
  http://www.proxdubai.com

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