

Ahmad Farzan

Solutions Architect · Adobe Certified Master, Adobe Commerce Architect · Adobe Subject Matter Expert
Leeds, United Kingdom · farzanahmad.com · linkedin.com/in/ahmadfarzan

PROFILE

Solutions architect with more than thirteen years in web and e-commerce engineering, specialising in Adobe Commerce. At Youwe I lead the design and delivery of complex Adobe Commerce systems and manage the backend team. Before that I was Senior Technical Architect at McGraw Hill and lead backend developer for the Gulf's largest luxury and sports retailers. In 2022 I founded Evaluat, a real-browser performance testing company. Adobe Certified Master and Adobe Subject Matter Expert who helped design the Adobe Commerce Architect Master exam; adviser to Adobe's DX credential programme; mentor on ADPList (93 sessions) and at the University of Roehampton; co-author of a paper in the Journal of Cloud Computing.

EXPERIENCE

Founder, Evaluat

JUN 2022 – PRESENT ·
LEEDS, UNITED KINGDOM

- Founded Evaluat in June 2022 and own the product and its architecture. It is a real-browser performance testing platform with one isolated browser per virtual user, Core Web Vitals and Navigation Timing under load, and session video, network and console logs.
- Own the product and its architecture. Shipped Evaluat Pulse (a free real-browser speed test), an MCP server and OpenAPI surface for AI agents, and plain-language executive summaries for the people who own revenue.
- Author of the Evaluat blog (30+ articles on performance testing); Hyvä technology partner.

Solutions Architect, Youwe

OCT 2021 – PRESENT ·
LEEDS, UNITED KINGDOM

- Lead a team of senior backend developers; interview and screen the technical team; run 1-to-1s that turn career goals into plans.
- Sparring partner for management and customers on complex, field-specific problems; built long-term customer relationships.
- Identify issues and define strategy where a policy decision is needed; contribute proposals for structural solutions.
- Combine techniques and methods from different domains into new approaches; keep an insight into external developments as the team's expert in the field.

Lead Architect, Youwe

DEC 2020 – OCT 2021 ·
ROTTERDAM,
NETHERLANDS

- Led the software architecture team designing and delivering complex e-commerce solutions.
- Integrated ERP and other systems to keep platforms scalable and robust.
- Provided technical guidance and strategic direction to the development team.

Senior Technical Architect, McGraw Hill
DEC 2019 – DEC 2020

- Led Adobe Commerce development, improving performance, scalability and user experience.
- Mentored a team of developers, fostering a culture of continuous learning.
- Collaborated with stakeholders to define technical requirements and deliver on time and within budget.
- Implemented a microservices architecture to improve flexibility and maintenance; optimised development processes and ran technical brainstorming sessions.

Lead Backend Developer, Al Tayer Group
NOV 2017 – DEC 2019 •
DUBAI, UNITED ARAB EMIRATES

- Created and managed the e-commerce platforms behind OUNASS, Nisnass, Mamas & Papas (five markets) and GAP UAE on Magento Commerce.
- Implemented a microservices architecture around the platform; optimised development processes.
- Mentored backend developers and took part in hiring.

Lead Backend Developer, Sun & Sand Sports
JAN 2016 – OCT 2017 •
DUBAI, UNITED ARAB EMIRATES

- Built the e-commerce platform from planning to launch, covering architecture, site structure, navigation and page optimisation.
- Prototyped, developed and deployed touch-screen digital buying guides (kiosks) in stores across the GCC.
- Brainstormed technical and workflow solutions with developers; optimised development processes.

Lead Backend Developer, Xs4Arabia Linux Services
NOV 2012 – JAN 2016
• BAHRAIN

- Led and mentored a team of five backend developers.
- Created and managed websites and web applications from planning through architecture, interface design, site structure and page optimisation.
- Interviewed, screened and hired the technical team.

EDUCATION

Bachelor's degree, Computer Science
COMSATS University Islamabad, Lahore campus • 2008 – 2012

CERTIFICATIONS

Adobe Subject Matter Expert — Adobe Commerce Architect Master

Adobe • JUL 2022

Recognised for contributing to the design, development and review of the Adobe Commerce Architect Master exam.

Adobe Certified Master — Adobe Commerce Architect

Adobe • AUG 2021

The highest Adobe Commerce credential, for designing and implementing Adobe Commerce solutions at architect level.

GTM Training

Google • COMPLETED

Google Tag Manager for tracking and analytics on web applications.

VOLUNTEERING AND PROGRAMMES

Adobe DX Credential Program Advisor

Adobe · JUN 2023 — PRESENT

Advising on Adobe's credentialing programmes, the certification process and its standards.

Volunteer Mentor

ADPList · JAN 2021 — PRESENT

93 sessions and 5,310 minutes of mentoring on back-end engineering, e-commerce and the tech industry.

Adobe Subject Matter Expert — Adobe Commerce Architect Master

Adobe · JUL 2022 — PRESENT

Contributing expert knowledge to Adobe Commerce architecture standards and the Architect Master exam.

Computing Mentor

University of Roehampton · JAN 2024 — JUN 2024

Guided computing students towards academic and professional goals.

PUBLICATIONS

Non-orthogonal multiple access-based MEC for energy-efficient task offloading in e-commerce systems

Journal of Cloud Computing (Springer Nature), vol. 13, article 117 · JUNE 2024 · DOI 10.1186/s13677-024-00680-2

Xiao Zheng, Muhammad Tahir, Khursheed Aurangzeb, Muhammad Shahid Anwar, Muhammad Aamir, Ahmad Farzan, Rizwan Ullah

Co-authored. Proposes GSM-RUA, a group-switching matching algorithm based on resource-unit allocation, using Lyapunov optimisation to allocate radio and compute resources for energy-efficient task offloading at the mobile edge in e-commerce systems.

SKILLS

PLATFORMS

Adobe Commerce (Cloud and on-premise) · Magento 2
Open Source · Magento 1 · Headless and composable commerce

LANGUAGES

PHP · JavaScript / TypeScript · Python · Bash · SQL

PAYMENTS

Adyen · Stripe · Cybersource · PayPal · Paddle ·
2Checkout · Benefit (Bahrain) · Credimax

TESTING AND PERFORMANCE

Real-browser load testing · Core Web Vitals · Playwright ·
Test automation design patterns

LANGUAGES

English · Urdu

ARCHITECTURE

Solutions architecture · Microservices · API design and integration · ERP integration (SAP, Sage, custom) · PIM and OMS integration · Caching strategy · Capacity and performance under load

DATA AND INFRASTRUCTURE

MySQL / Amazon RDS · Redis · OpenSearch /
Elasticsearch · RabbitMQ · AWS · Docker · Nginx · Git and Composer

FRONT END AND FRAMEWORKS

React · Vue · Laravel · CodeIgniter · CakePHP · jQuery ·
Bootstrap

LEADERSHIP

Team building and hiring · Coaching and 1-to-1s ·
Stakeholder management · Strategic planning and execution · Process improvement · Pre-sales and proposals