

# Ahmad Farzan

**Tech Manager / Solution Architect**

**Adobe Subject Matter Expert**

**Adobe Certified Master - Adobe Commerce Architect**

United Kingdom

Phone: +44-798-3239-506

E-mail: [contact@farzanahmad.com](mailto:contact@farzanahmad.com)

Website: [farzanahmad.com](http://farzanahmad.com)

LinkedIn: <https://www.linkedin.com/in/ahmadfarzan>

## Objective

Experienced Solution Architect with a demonstrated history of working in the industry, having more than 10 years of development experience. Recognised as a leader with strengths in people management while continuously seeking new ways to optimise information delivery and results. Excellent communication skills with the ability to successfully manage projects for key organisations.

## Highlights

- More than 10 years of experience in the industry.
- Exceptional learning abilities enable rapid assimilation of new projects.
- Innovative ideas on how to improve working processes and work with technology.
- Skilled at transferring knowledge to others.
- Excellent communication skills proved by the ability to lead and interact with people from diverse backgrounds.

## Skills & Expertise

- **Engineering Management**  
Team Building & Management, Project Management, Process Improvement, Prioritization, Resource Allocation
- **Leadership**  
Coaching & Mentorship, Setting Goals, Strategic Planning & Execution
- **Programming Languages**  
PHP, Bash, HTML (4/5), XML, JSON, CSS, CSS 3, Bootstrap, JavaScript
- **Frameworks & Platforms**  
Adobe Commerce, Magento 2 Cloud, Magento 2 Open Source, Magento 1 EE/CE, ReactJS, VueJS, Laravel, CodeIgniter, CakePHP, Blade, jQuery, jQueryUI, React
- **Databases**  
MySQL, RDS, SQL, Redis, NoSQL
- **Payment Gateways**  
Stripe, Adyen, 2Checkout, Paddle, Paypal, Benefit (Bahrain), Credimax, Cybersource
- **Operating Systems**  
macOS, Linux, Windows

## Experience

### Tech Manager / Solution Architect

Oct 2021 – Present

YOUWE DIGITAL AGENCY (LEEDS, UNITED KINGDOM)

#### Responsibilities

- Responsible for interviewing, and screening the technical team
- Managing a team of highly skilled backend developers
- Mentored less-experienced colleagues with their development skills
- 1-to-1 meetings with the team members to help them identify their goals and define future goals
- Has an insight into external developments, and is the pre-eminent expert in the field
- Sparring partner for the management and customers regarding complex field-specific problems and in-built a long-term customer relationship
- Combined ingredients from different techniques and methods to develop a new approach and solution
- Identify issues & define a strategy that requires a policy decision
- Contribute to proposals for a structural solution

#### Skills

ERP Implementations · SAP Integration · Stakeholder Management · Hiring · Technical Recruiting · Amazon Web Services (AWS) · PHP · Magento 2 · MySQL · Composer · Web Applications · Software Engineering · Web Development · AJAX · JSON · jQuery · JavaScript · Docker · Git · XML · Team Leadership · Shell Scripting · Nginx

### Lead Architect

Dec 2019 – Oct 2021

YOUWE DIGITAL AGENCY (ROTTERDAM, NETHERLANDS)

### Lead Backend Developer

Nov 2017 – Nov 2019 (2 years)

ALTAYER INSIGNIA (DUBAI, UNITED ARAB EMIRATES)

#### Responsibilities

- Mentored backend developers
- Involved with the hiring process
- Create and manage e-commerce platforms
- Brainstorms technical and workflow solutions with developers
- Optimisation of development processes
- Implementation of micro-services architecture

#### Skills

ERP Implementations · Hiring · Technical Recruiting · Amazon Web Services (AWS) · PHP · Magento 2 · MySQL · Composer · Web Applications · Software Engineering · Web Development · AJAX · JSON · jQuery · JavaScript · Docker · HTML · Git · XML · Team Leadership · Shell Scripting · Nginx

## Lead Backend Developer

Jan 2016 – Oct 2017 (1 year 9 months)

### SUN & SAND SPORTS LLC (DUBAI, UNITED ARAB EMIRATES)

#### Responsibilities

- Create and manage e-commerce platform from planning to inception including architecture, site structure, navigation, and page optimisation
- Prototyping, development, and deployment of digital buying guides (kiosks touch screen) in several stores across GCC
- Brainstorms technical and workflow solutions with developers
- Optimisation of development processes

#### Skills

ERP Implementations · Hiring · Technical Recruiting · Amazon Web Services (AWS) · PHP · Magento 2 · MySQL · Composer · Web Applications · Software Engineering · Web Development · Magento · AJAX · JSON · jQuery · JavaScript · Docker · HTML · CSS · Git · XML · Team Leadership · Shell Scripting · Nginx

## Lead Backend Developer

Nov 2012 - Jan 2016 (3 years 3 months)

### XS4ARABIA (BAHRAIN)

#### Responsibilities

- Lead & mentored a team of 5 backend developers
- Create and manage websites from planning to inception, architecture, interface design, site structure, and page optimisation
- Responsible for prototyping and development of diverse web-based applications
- Brainstorms technical and workflow solutions with clients and other developers
- Responsible for interviewing, screening, and hiring technical team

#### Skills

Hiring · PHP · Magento 2 · MySQL · Composer · Web Applications · Software Engineering · Web Development · Magento · Laravel · AJAX · JSON · jQuery · JavaScript · HTML · CSS · Git · XML · Team Leadership · Nginx

## Education & Certifications

**Adobe Subject Matter Expert - Adobe Commerce Architect Master** **2022**

[Verify](#)

**Adobe Certified Master – Adobe Commerce Architect.** **2021**

[Verify](#)

**COMSATS Institute of Information Technology, Lahore, Pakistan.** **2008-2012**

Bachelor of Science (B.S.), Computer Science

## Projects

### Touch Screen Projects

Sun & Sand Sports (UAE / Saudi Arabia):

Touch Screen Digital Buying Guides developed and deployed in following Sun & Sand Sports stores:

- The Dubai Mall, Dubai, UAE.
- Meaisem City Center, Dubai, UAE.
- Mirdiff City Center, Dubai, UAE.
- Abu Baker Street, Taif, Saudi Arabia.

### Development (E-commerce) Projects

OUNASS (UAE / Saudi Arabia / Bahrain / Kuwait / Oman):

OUNASS is the middle east's online definitive home of luxury fashion, beauty and lifestyle.

<https://www.ounass.com>

NISNASS (UAE / Saudi Arabia / Bahrain / Kuwait / Oman):

<https://www.nisnass.com>

Mamas & Papas (UAE / Saudi Arabia / Bahrain / Kuwait / Oman):

At Mamas & Papas, whether you're a first-time parent, you've done it all before or you're looking to treat someone special; they've got everything you need to parent your way.

<https://www.mamasandpapas.ae>

<https://www.mamasandpapas.com.sa>

<https://www.mamasandpapas.com.bh>

<https://www.mamasandpapas.com.om>

<https://www.mamasandpapas.com.kw>

GAP (UAE):

GAP is the world's favorite for American style brand.

<https://www.gap.ae>

Sun & Sand Sports (UAE / Saudi Arabia / Bahrain / Kuwait / Oman):

Sun & Sand Sports is the Middle East's largest sports retailer and carries a diverse portfolio of sports, fitness and lifestyle brands.

<https://sssports.com>

The Piano Encyclopedia:

The Piano Encyclopedia is an online piano-learning portal. It was developed to change the way people learn piano all over the world.

<http://www.pianoencyclopedia.com>

## References

Will be furnished upon request.