Fakhruddin Ujjainwala

Software Engineer

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Tools & Technologies

Technologies: PHP, Mustache Templates, MySQL, MSSQL, PL/SQL, HTML5, CSS4, SCSS, XSLT, Jquery, JavaScript, Bootstrap 5.3,

Tools: GIT, Jenkins, Kibana, Figma, PHP MyAdmin, CPanel, WHM

IDE: PHP Storm, Sublime Text, Adobe Dreamweaver, Notepad++

Others: SEO, Google Search Central (formerly Webmasters), Google Ads, Google Merchant Center, AWS SMS, SES, Lightsail, Digital Ocean, HighCharts, Webhooks, DNS & Webhosting, Docker

Career Summary

Highly skilled Core PHP Developer with 13 years of expertise in building robust web applications. Proficient in all stages of the development life-cycle, from concept and design through to testing and deployment. Proven ability to develop scalable solutions using core PHP, MySQL, MSSQL, and other web technologies.

Professional Experience

Temple and Webster Group Services, Sydney, Australia   **Feb 2021 till Date**

(Software Engineer)

- Collaborated within a Scrum framework to deliver high-quality software solutions, contributing to sprint planning, daily stand-ups, sprint reviews, and retrospectives.

- Developed new modules strictly in accordance with Figma designs and implemented innovative module improvisations in Core PHP, Mustache Templates, CSS, SCSS, JavaScript & JQuery that led to a significant increase in revenue for the company.

- Integrated XSLT templates as per Figma designs and with PHP & MSSQL to create dynamic and visually appealing email communications for marketing campaigns, transactional notifications, and customer engagement initiatives.

- Worked closely with stakeholders to understand investigation ticket requirements, software defects, utilizing strong problem-solving skills and attention to detail to identify root causes and devise effective solutions.

- Consistently adhered to strict PHPCS (PHP CodeSniffer) coding standards, conducted code reviews and provided constructive feedback to improve code quality, maintainability, and scalability.

- Leveraged Git version control system to manage source code efficiently, facilitating collaboration among team members and enabling seamless code integration and deployment processes.

Abchlor Technology Solutions FKA Abchlor Investments Pvt Ltd, Mumbai, India   **June 2011 - Dec 2021**

(Senior Developer, Team Leader)

- Formed an in-house IT development team to streamline project delivery and enhance technical capabilities within the organization.

- Initiated Agile development processes, including sprint planning, daily stand-ups, and sprint reviews, to ensure project transparency and alignment with company's expectations.

- Conceptualized, designed, and developed a comprehensive stock market web application (InvestOnline.in) & home decor website (ButterflyHomes.in) [Closed] from inception to launch, catering to the needs of the company and its customers.

- Assigned tasks and projects based on individual strengths, skills, and workload capacity, optimizing team efficiency and performance. Monitored progress and milestones, tracking project timelines and deliverables to identify potential bottlenecks or delays.

- Developed custom API integration solutions using PHP and RESTful principles, ensuring compatibility, reliability, and security of data exchange between systems. Integration includes API's like MailChimp, Mandrill, Amazon SMS (Mailing), Accord (Stock Market Data), Fixer (Forex), PayU, Bill Desk (Payment Gateways), HighCharts (Charting), Bajaj, HDFC etc (Insurance)

- Designed and developed HTML and CSS-based email templates for various communication purposes, ensuring compatibility with different email clients and devices.

- Configured and ensured MySQL database optimization with proper indexing, partitioning, and performance tuning techniques to improve query execution times and enhance overall database efficiency.

- Utilized Google Firebase for app notifications, implementing push notification functionality to engage users and deliver real-time updates and alerts through mobile applications.

- Configured and managed Firebase Cloud Messaging (FCM) to send push notifications to Android and iOS devices, ensuring timely delivery and high deliverability rates.

- Conducted A/B testing and performance optimization of various modules to ensure optimized implementations.

- Developed and optimized complex stored procedures, triggers, and functions using MySQL's procedural language SQL, PL/SQL to encapsulate business logic and improve application performance.

- Configured Amazon SES (Simple Email Service) and SNS (Simple Notification Service) for email delivery and notification management, implemented DKIM (DomainKeys Identified Mail) and SPF (Sender Policy Framework) for enhanced deliverability and security. Automated tasks with Crons and setup email alerts to ensure smooth running of all critical processes.

- Provided recommendations for optimizing landing pages, website content, and user experience based on Google Analytics data and insights.

IIPM, Mumbai, India   **(Oct 2010 – July 2011)**

(Internship)

- Developed a mid-sized in-house CRM (Customer Relationship Management) application in PHP and MySQL to assist the relationship team responsible for handling student admissions in the institute.

- Designed the technical architecture and database schema for the application, ensuring scalability, flexibility, and security of data storage and retrieval.

- Designed email reporting functionality with Mailchimp within the application to send approximately 80,000 reporting emails to company management, providing valuable insights and updates on admissions and business operations.
- Over 200 relationship managers used this application across 8 locations in India.

Education Background

Master's in Computer Application – Mumbai University (2008-2010)

Bachelor's in Science (Information Technology) – Mumbai University (2005-2008)