

# Ammar Khurshid

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## Profile

Software developer experienced in front-end development and web analytics.

## Experience

### **SOFTWARE DEVELOPMENT CONSULTANT | REPLY | SEP 2023 – PRESENT | MANCHESTER, UK**

- Front-end development for Comwrap Reply, specialising in Adobe AEM and enhancing client websites with cutting-edge marketing technologies and web analytics.
- *Tech – JavaScript, HTML, CSS, Adobe Analytics, Adobe Experience Manager*

### **SR. TECHNICAL PRODUCT CONSULTANT | ADOBE | FEB 2022 – AUG 2022 | NOIDA, INDIA**

- Facilitated clients in implementing and optimising web implementations for Adobe Analytics.
- Analysed data extracted from Adobe Analytics to gain insights into customer spending behaviour and resolve outliers in reporting.
- *Tech - Adobe Analytics, JavaScript, HTML, CSS, SQL*

### **DEVELOPER | ICICI LOMBARD | FEB 2021 – FEB 2022 | MUMBAI, INDIA**

- Developed Angular web apps encompassing over 50 data entry fields, facilitating the seamless management and data entry of 100,000+ clients for India's largest private insurer. These apps issued and renewed health insurance policies.
- Rebuilt legacy applications to improve page load time, mobile responsiveness and reduce API usage.
- *Tech - Angular, JavaScript, HTML, CSS, React*

### **FRONTEND INTERN | VIGA ENTERTAINMENT | JUL 2020 – DEC 2020 | REMOTE, INDIA**

- Developed a React web app to serve as a repository for tracking sequences and shots in movie production. The application hosts media files and enables interaction between a director and their production team.
- *Tech - React, JavaScript, HTML, CSS*

## Education

### **M.SC. COMPUTING SCIENCE | 2022 - 2023 | UNIVERSITY OF GLASGOW, UK**

Programming, Human-Computer Interaction, Internet Technology, Web Science | *Grade – Distinction*

### **B.TECH INFORMATION TECHNOLOGY | 2017 - 2021 | MANIPAL INSTITUTE OF TECHNOLOGY, INDIA**

Data Structures, Algorithms, Object-Oriented Programming | *GPA – 7.81/10*

## Technical Skills

- JavaScript, HTML, CSS, React, Node, Express, NGINX, SQL, Git, Adobe Analytics, Python

## Projects

**MovieFlix** - *Dynamic Movie Recommendation Platform | React, Node Express, PostgreSQL, Adobe Analytics*

- A movie recommendation platform that allows users to log in, review movies, and curate watchlists based on customised recommendations.
- Developed using React and Node Express with a PostgreSQL database, it seamlessly integrates with The Movie DB API to provide accurate movie recommendations. By implementing API caching, the application optimises resource usage.
- Enhanced user engagement and insights by integrating Adobe Analytics to track user behaviour, offering valuable data for continuous improvement.
- [GitHub](#), [Demo](#)

**Travelo** – *Bike Rental Platform | React, Node Express, PostgreSQL, Django*

- An innovative bike rental system designed for hassle-free transportation within a city.
- Users can effortlessly rent and return bikes from multiple locations across the city, while super users oversee operations, including charging and repair status and revenue management. The project built using React with useContext for state management, leverages Bootstrap for a sleek user interface.
- Furthermore, it incorporates a Django server and authentic pin codes on Google Maps for displaying vehicle locations.
- [GitHub](#), [Demo](#)

*Both projects received an **A grade** in the MSc course at the University of Glasgow.*