



IMRAN SHAIKH

Associate Technical Director (Web / UI / UX)

Technology & Business Visionary Leader, with chronicled success aligning web technological strategies with the business goals.

Excellence in collaboratively architecting & executing transformative **Front-End Web, UI/UX & Products**, while guiding the delivery of innovative visually appealing web applications & responsive user interfaces for **driving continuous innovation, operational efficiency, program delivery excellence, client relationship management & sustainable growth**.

Targeting to express potential in leadership roles with an esteemed organization in Pune.

CONTACT

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CORE COMPETENCIES

Technological Vision, Roadmap & Strategy

Front End Web Application Development & Delivery

UI/UX Design & Development | Responsive Web Design Principles

Innovation/ Research & Product Development

Strategic Business Planning & Thought Leadership

Project Management, Governance, Delivery Excellence

Continuous Process Improvement, Digital Transformation, Emerging Technologies & Cloud Adoption

Technology Driven Policies, Procedures & Frameworks Formulations

Technology Compliance & Governance

Agile/ Scrum & DevOps Methodologies

Continuous Integration (CI) & Continuous Deployment (CD)

Configuration & Release Management

Global Client & Stakeholder Relationship Management

Team Set-up & Stabilization

PROFILE SUMMARY

- **Enterprising Leader** with proven history of success in driving multifaceted programs with complex dependencies & multi-million dollar budgets; chronicled success with **nearly 20 years** of extensive experience in **driving technological transformation, UI/UX innovation, delivering high quality Front-End Web Application Development & Delivery** and evolving strategy to drive organization's competitive edge & technological advancements across **OTT, Media, Advertisement, Ecommerce, CMS, SaaS domains**.
- Excellent understanding of business nuances, process gaps & key success metrics, having owned business roles across **Core Engineering, Front End Web Application Development & Delivery, UI/UX Development, People Management, Strategic Planning, Product Development & Management, Program Management, Agile Delivery, Digital Transformation, Cloud Application Development/ Cloud Transformation, Integration & so on**.
- Steering the role of **Associate Technical Director at Vuclip (VIU) India Pvt. Ltd.**, overseeing the creation & implementation of innovative web solutions that align with strategic business goals. Successfully attained **30% increase in overall team productivity** by implementing a new agile framework, which streamlined workflows & improved collaboration across departments.
- Notable success in steering research & development efforts, championing breakthrough web innovations that increase in user engagement & conversion rates by implementing cutting-edge design principles & optimizing performance. Fostered a culture of **experimentation & risk-taking, driving initiatives that capitalize on emerging trends**; insightful knowledge & exposure in exercising UI/UX leadership, driving innovation, transformation, web technology integration, enterprise mobility, building global teams regarding & enhancing revenue.
- Spearheaded the **integration of CloudFront CDN** into the existing system architecture, enhancing website performance & scalability, which in turn fostered a **more resilient user experience and boosted traffic**.
- Actively engaged in **driving initiatives, organizing events & fostering collaborations** that encourage continuous learning, innovation, and the sharing of knowledge within the tech ecosystem.
- **People Manager** with skills in recruiting, leading, governing, training, monitoring & motivating high performing multi-cultural teams entailing **over 20 members** that excel in delivering business value with high morale & low attrition.

CAREER TIMELINE



TECHNICAL SKILLS

- Next JS
- React JS
- TypeScript
- HTML
- CSS
- AWS
- GCP
- CloudFront
- SEO
- Usability Analysis
- User Research
- UX Advisor

EDUCATION

- **2009: MCA** from University of Pune, Pune.
- **2002: B.Sc. (Computer Science)** from Maharashtra Udayagiri College, Udgir.

CERTIFICATIONS

- **UX Management: Strategy and Tactics -** Interaction Design Foundations-June 2024.
- **CXA™ - Certified User Experience Analyst,** Human Factors International-March 2022.
- **CUA™ - Certified Usability Analyst,** Human Factors International-September 2014.
- **Agile Software Development: Clean Coding Practices,** LinkedIn- September 2022.
- **Foundations of User Experience (UX) Design Google-** February 2022.
- **VPs & Directors of Product Management: Finding Excellence,** Udemy- February 2022.
- **Software Architecture Foundations,** LinkedIn September 2020.

TRAININGS

- CXA™ - Certified User Experience Analyst Human Factors International Training Workshop
- CUA™ - Certified Usability Experience Analyst Human Factors International Training Workshop
- Gemini Google Event

WORK EXPERIENCE

Jul'16 to Present: Vuclip (VIU) India Pvt. Ltd., Pune (A PCCW Media Company)

2016: Principal UI Engineer

2018: Senior Principal UI Engineer

2020: Technical Delivery Manager

2022: Associate Technical Director

Significant Highlights:

- **Technological Expertise & Innovation:** Demonstrated mastery in utilizing advanced technology stacks, including NextJS 14, TypeScript, ReactJS 18.2.0, HTML, CSS, and cloud platforms such as AWS CloudFront, S3, Google Analytics, and Google Tag Manager, to deliver scalable, high-performance web solutions.
- **Leadership in Team Development:** Successfully managed and mentored engineering teams, driving recruitment efforts for top talent, supervising product development cycles, and fostering a high-performing, motivated workforce. Consistently elevated team productivity through strategic management and targeted skill enhancement initiatives.
- **Operational Efficiency & Process Optimization:** Spearheaded process improvement strategies that significantly enhanced operational workflows. Consistently met stringent deadlines, TATs, and SLAs without compromising on quality standards, streamlining development cycles for maximum output.
- **Strategic Product Development:** Played a pivotal role in:
 - Collaborating with stakeholders to define and refine product strategies from an engineering standpoint.
 - Designing and implementing client-centric solutions that adhered to industry standards and best practices.
 - Ideating and detailing innovative industry solutions to drive efficiencies and explore alternative methods for improved outcomes.
- **Innovative Feature Implementation:** Led the conceptualization and deployment of cutting-edge product features, aligning with evolving customer demands and market trends. Ensured seamless product launches by collaborating closely with Development and User Experience teams.
- **Performance Optimization Initiatives:** Implemented advanced optimization strategies, resulting in substantial reductions in website loading times and significant improvements in user engagement and satisfaction metrics.
- **Enhanced Scalability & Reliability:** Directed the integration of CloudFront CDN, which elevated website performance, scalability & reliability, ensuring a seamless user experience across platforms.
- **Data-Driven Decision-Making:** Leveraged data analytics to convert insights into actionable strategies, driving revenue growth and improving product adoption rates. Continuously monitored and optimized product performance through rigorous analysis and metric evaluations.
- **Agile Project Delivery:** Championed agile methodologies to streamline project workflows, leading to improved delivery timelines and heightened collaboration across cross-functional teams. Established a culture of accountability and adaptability within the organization.
- **Requirement Analysis & Solution Design:** Conducted comprehensive requirement mapping to develop tailored solutions. Evaluated design alternatives and employed performance metrics to ensure optimal results for all deliverables.
- **Resource Planning & Optimization:** Strategically allocated resources to optimize utilization during product release cycles. Maintained a seamless flow of operations, ensuring adherence to deadlines and exceeding performance expectations.
- **Collaborative Communication:** Maintained transparent and effective communication channels between team members and stakeholders, enabling early feedback integration and alignment with project objectives.
- **Motivation & Team Empowerment:** Inspired team members through clear direction, fostering an environment of collaboration & innovation. Ensured high performance by implementing recognition systems and professional development opportunities.
- **Web Engineering Excellence:** Directed crucial web engineering initiatives, focusing on technological advancements & maintaining a competitive edge in the market. Successfully implemented innovative web solutions that enhanced client satisfaction and established technical superiority.
- **Successful Product Launches:** Delivered seamless product launches by aligning development and user experience efforts, ensuring market readiness and customer acceptance.
- **Revenue Growth & Strategic Insights:** Transformed data insights into actionable business strategies, identifying and capitalizing on new revenue opportunities to drive organizational growth.

PERSONAL DETAILS

Address: Pune, 411062, India
Date of Birth: 7th June 1982
Languages: English, Hindi, Urdu, Marathi

PREVIOUS EXPERIENCE

Mar'15 to Jul'16: Pitney Bowes, Pune

As Senior Advisory Software Engineer

Technology Stack: AngularJS, TypeScript, NodeJS, gulp, bower, karma & jasmine TDD-driven Product Development.

Mar'14 to Feb'15: SunGard Availability Services, Pune

As Senior UI Engineer (Product Development)

Technology Stack: PHP, Ruby & Rail, Customized JavaScript Application, HTML, CSS, ServiceNow as well as JavaScript, Ajax and jQuery.

Apr'11 to Feb'14: PubMatic India Pvt. Ltd., Pune

As Senior Software Engineer (UI)

Technology Stack: Customized JavaScript Application, HTML, CSS, as well as Ajax and jQuery.

Nov'09 to Apr'11: Cybage Software Pvt. Ltd., Pune

As Senior Software Engineer (Team Leader)

Technology Stack: PHP5.3, HTML, CSS, as well as JavaScript, Ajax and jQuery.

Mar'05 to Oct'09: Vidushi Infotech Pvt. Ltd., Pune

2007: Team Leader

Technology Stack: PHP5, HTML, CSS, as well as JavaScript, Ajax and jQuery

2005: Software Engineer

Technology Stack: PHP, ASP3.0, HTML, CSS, as well as JavaScript, Ajax and jQuery.

NOTABLE ACCOMPLISHMENTS

Publication of MCA Syllabus Reference Books

- Authored and contributed to the publication of reference books for the "Computer Organisation" subject as part of the MCA syllabus, recognized by the University of Pune, supporting academic excellence and industry relevance.

Establishment of Technical Communities for Knowledge Sharing

Proactively initiated and nurtured vibrant tech communities aimed at fostering collaboration, learning, and mentoring for UI/UX engineers, promoting industry best practices and innovation:

- **JavaScripters Community:** A dedicated platform for UI engineers and students to engage in knowledge-sharing, skill development, and collaboration focused on JavaScript.
Website: www.javascripters-community.com
- **UX Design Devotees- IxDF Pune:** A local chapter of the Interaction Design Foundation, driving discussions and knowledge-sharing in UX, usability, and design principles through workshops, networking, and collaborative initiatives.
Promoted as a IxDF Leader Pune India at Interaction Design Foundation:
<https://www.interaction-design.org/members/mohammed-imran-ahmed-shaikh>
LinkedIn Group: <https://www.linkedin.com/groups/8147733/>