AHMAD **FARZAN**

Solutions Architect · Adobe Certified Master, Adobe Commerce Architect · Adobe Subject Matter Expert

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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

OCT 2021 - PRESENT

SOLUTIONS ARCHITECT, YOUWE (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.

JUN 2022 - PRESENT

FOUNDER, EVALUAT (LEEDS, UNITED KINGDOM)

- Founded Evaluat in June 2022. 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.

DEC 2020 - OCT 2021

LEAD ARCHITECT, YOUWE (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.

DEC 2019 - DEC 2020

SENIOR TECHNICAL ARCHITECT, MCGRAW HILL

- 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.

NOV 2017 - DEC 2019

LEAD BACKEND DEVELOPER, AL TAYER GROUP (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.

JAN 2016 - OCT 2017

LEAD BACKEND DEVELOPER, SUN & SAND SPORTS (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.

NOV 2012 - JAN 2016

LEAD BACKEND DEVELOPER, XS4ARABIA LINUX SERVICES (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

2008 - 2012

BACHELOR'S DEGREE, COMPUTER SCIENCE, COMSATS UNIVERSITY ISLAMABAD, LAHORE CAMPUS

CERTIFICATIONS

JUL 2022

ADOBE SUBJECT MATTER EXPERT — ADOBE COMMERCE ARCHITECT MASTER, ADOBE

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

AUG 2021

ADOBE CERTIFIED MASTER — ADOBE COMMERCE ARCHITECT, ADOBE

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

COMPLETED

GTM TRAINING, GOOGLE

Google Tag Manager for tracking and analytics on web applications.

VOLUNTEERING

JUN 2023 - PRESENT

ADOBE DX CREDENTIAL PROGRAM ADVISOR, ADOBE

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

JUL 2022 - PRESENT

ADOBE SUBJECT MATTER EXPERT — ADOBE COMMERCE ARCHITECT MASTER, ADOBE

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

JAN 2021 - PRESENT

VOLUNTEER MENTOR, ADPLIST

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

JAN 2024 - JUN 2024

COMPUTING MENTOR, UNIVERSITY OF ROEHAMPTON

Guided computing students towards academic and professional goals.

PUBLICATIONS

JUNE 2024

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

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

https://doi.org/10.1186/s13677-024-00680-2

SKILLS

PLATFORMS	Adobe Commerce (Cloud and on-premise), Magento 2 Open Source, Magento 1, Headless and composable commerce
ARCHITECTURE	Solutions architecture, Microservices, API design and integration, ERP integration (SAP, Sage, custom), PIM and OMS integration, Caching strategy, Capacity and performance under load
LANGUAGES	PHP, JavaScript / TypeScript, Python, Bash, SQL
DATA AND INFRASTRUCTURE	MySQL / Amazon RDS, Redis, OpenSearch / Elasticsearch, RabbitMQ, AWS, Docker, Nginx, Git and Composer
PAYMENTS	Adyen, Stripe, Cybersource, PayPal, Paddle, 2Checkout, Benefit (Bahrain), Credimax
FRONT END AND FRAMEWORKS	React, Vue, Laravel, CodeIgniter, CakePHP, jQuery, Bootstrap
TESTING AND PERFORMANCE	Real-browser load testing, Core Web Vitals, Playwright, Test automation design patterns
LEADERSHIP	Team building and hiring, Coaching and 1-to-1s, Stakeholder management, Strategic planning and execution, Process improvement, Pre-sales and proposals
SPOKEN LANGUAGES	English, Urdu