

# MUBEEN AHMAD

## BUSINESS INTELLIGENCE DESIGNER & DEVELOPER WITH UX/UI EXPERIENCE

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### CAREER OBJECTIVE

5 years experienced Business Intelligence Analytics & UX/UI Professional proficient in developing new and innovative ways to leverage data to improve processes and enable fact-based decision making. A self-driven and determined learner, who demonstrates strong leadership and initiative, excellent interpersonal skills, a high degree of integrity and the flexibility to work autonomously or with a team.

### CORE COMPETENCIES BUSINESS INTELLIGENCE

- ♦ Extensive knowledge of Big Data / Hadoop with focus on Cloudera/Hortonworks.
- ♦ Skilled in BI tools, including report and query writing
- ♦ Strong ability to analyze user requirements
- ♦ Proficient in building front-end BI applications according to specifications
- ♦ Strong understanding of data warehousing concepts, OLTP, OLAP, Normalization, Star and Snow Flake data models.
- ♦ Experience in training developers and advising technical groups on reporting best practices.
- ♦ In - dept knowledge of relational / no-sql database structures, theories, principles and practices
- ♦ Strong analytical, conceptual, and problem-solving abilities
- ♦ Ability to understand organization's goals and objectives
- ♦ Pentaho & Tableau desktop & Server

### CORE COMPETENCIES UX/UI & DASHBOARD DESIGN

- ♦ Expertise in visual and interaction design, information architecture, design strategy, copywriting, and web & print production
- ♦ Skilled in a range of methodologies — group ideation, sketching, wireframing, prototyping
- ♦ Enthusiastic collaborator in the development process, with years of experience in designer-developer pairing, rapid iteration, and Lean/Agile methodologies
- ♦ Effective communicator, team player, mentor and project champion
- ♦ Coding
- ♦ Analytics
- ♦ Information Architecture

### PROFESSIONAL EXPERIENCE

#### **CIBC**

CONSULTANT UX/UI/BI DESIGNER & DEVELOPER | TORONTO, ON | JULY 2018 – DEC 2018

- ♦ Designing and Developing Digital Insights Dashboards and Delivery of those designed dashboards in Tableau.
- ♦ Developing Tableau Dashboards and publishing them on Tableau server. Interacting with stakeholders to understand user requirements.
- ♦ Sales Dashboard
- ♦ Manage my card dashboard
- ♦ Simpli Bank Credit Card Dashboard
- ♦ OTVC Dashboard
- ♦ Conducted Tableau Training for Co-Op Students
- ♦ Low to Hi Fidelity wireframes using Sketch, Invision & Adobe XD
- ♦ Led the Tableau Dashboard design vision & helped set the BI dashboard direction
- ♦ managed two designers.
- ♦ Highlighted the need for change in the current process around dashboard designs and was part of the team that created the framework for effective dashboard design & delivery.

## SCM INSURANCE

BUSINESS INTELLIGENCE / UX/UI DESIGNER & DEVELOPER | MARKHAM, ON | JULY 2017 – MAY 2018

- ♦ Involved in interacting with business users for requirements.
- ♦ Supported VP with daily operational functions.
- ♦ Recommended architectural improvements, design solutions and integration solutions.
- ♦ Established compatibility with third party software products by developing program for modification and integration.
- ♦ Responsible for translating the Business requirements into technical specifications.
- ♦ Analyzed data flow and business requirements to create High Level Design document
- ♦ Provided system analysis, design, development and deployment of BI applications.
- ♦ Assisted in the integration efforts for merging BI platforms with enterprise systems and applications.
- ♦ Worked closely with business analysts and developers on BI projects
- ♦ **UX /UI Projects**
- ♦ I am currently working on an insurance aggregator which was given to us as an external project while the client wanted to see the working prototype before they could commit.
- ♦ Lease Management Web Application - Consumer facing app which will allow the users to upload documents that are missing from their lease contract and allow the leasing companies to validate and continue processing the lease.
- ♦ iClairfy - Insurance industry's leading property validation tool. I am working on defining the user journey and understanding the problems and challenges faced by existing users to devise a UX that allows the users to easily interact with the application, gather and share information easily and effectively
- ♦ Wireframes & Prototyping done using Sketch, Invision & Adobe XD

### DAY TO DAY ACTIVITIES

- ♦ Deployed Tableau Server (Server & Google Cloud)
- ♦ Set up Different user groups & users
- ♦ Acquire user licenses from Tableau.
- ♦ Provide day to day support to number of different problems.
- ♦ Interactive wireframes in Adobe Experience Design
- ♦ POC on Tableau Desktop and Server was done successfully
- ♦ Setting up Tableau Enterprise strategy from Users, Performance, Security, Deployment, Data.
- ♦ Working with data with respect to extraction and analyzing and feedback.
- ♦ Hortonworks Admin support
- ♦ Training & Support
- ♦ Data collection and management.
- ♦ Direct, organize, and lead projects in the implementation and use of new BI software tools and systems.
- ♦ Wire frames for Tableau Desktops and Report

## ECONOMICAL / SONNET INSURANCE

BUSINESS INTELLIGENCE / UX/UI DESIGNER & DEVELOPER | TORONTO, ON | SEP 2015 – MAY 2017

- ♦ My Duties included setting a complete corporate online environment which involved creating low and high-fidelity wireframes for multiple applications across multiple platforms which included designing landing pages + intranet portal + google analytics dashboards + custom report designs + Visual presentations. I was also involved in gathering business requirements, worked with developers on all aspects of development and testing.
- ♦ Pentaho BA server UI design, information architect planning, requirements gathering, Cisco and Google analytics dashboards UX/UI, low and high-fidelity wireframes, visual designs and production support, poc of different new tools and technologies, ba server testing environments, big data ingestion designs, Linux admin for ba server.
- ♦ Setting up stacked environments for SIT/UAT & PPS. Also worked on setting up the Landing Page + Directory Structure + Uploading Schemas + Individual connections + Deploying reports manually and through Pentaho Report Designer.
- ♦ Creation and setup of Google Analytics Dashboard pointing to Production. Creation of Responsive dashboard.
- ♦ Designing & Developing Schemas, Report Designer & Metadata solutions
- ♦ Trouble Shooting Pentaho Enterprise Edition BA User Console
- ♦ Developing Front end solutions for Corporate Portal
- ♦ Developing Google Analytics Dashboards
- ♦ Designing & Developing Pentaho Dashboards
- ♦ Developing Ctools Dashboards
- ♦ Trouble Shooting BA server though Linux
- ♦ POC for Pentaho Report Designer (Designer Report Designer Template)
- ♦ POC for Pentaho BA User Console
- ♦ POC for Technical Design for the ETL process from Cisco to HDFS/HIVE/IMPALA and Big Table

- ♦ POC for Technical Design for the ETL process from Salesforce to HDFS/HIVE/IMPALA
- ♦ POC for Test Driven Development Framework
- ♦ POC for Technical Design for Oozie Workflow
- ♦ POC for automatic deployment of BA server Connections/Schemas and Reports to Production Server POC for automatic cache clearance for BA
- ♦ user console for schemas and reports. Skill set and Tools Used
- ♦ POC for Fact and Dimension design Modelling
- ♦ Wireframes & Prototyping done using Sketch, Invision & Adobe XD

## **CIBC**

SENIOR FRONT-END DEVELOPER (SHAREPOINT) | TORONTO, ON | MAR 2015 – JUN 2015

- ♦ SharePoint Data Migration
- ♦ Head a team of front-end developers
- ♦ HTML/CSS production and CMS integration
- ♦ Intensive Page Cleaning
- ♦ Review product requirement documents, functional specifications, and involved in developing test strategy, test plan.
- ♦ Participated in analyzing of Requirement Document, Design Document and Functional Specification document and getting clarification on the requirements if required.

## **SKILLS**

Adobe XD, Sketch, HTML, CSS, User Centered Design, User Research, Storyboarding, Wireframing, Sketch + Invision, Adobe Creative Suite, Confluence JIRA Zehphyr Glyphy Jenkins Pentaho BA user console Pentaho Report Designer Schema Workbench Balsamiq Adobe Creative Suite, Oozie Sqoop Hive HDFS Impala Big Data Tables Caravel Dashboard Designer Cloudera Manager Cloudera Hue. Tableau Desktop & Server, SQL, Microsoft Excel, Python, Hortonworks, Invision

## **EDUCATION**

### **BRAINSTATION, TORONTO, CANADA**

UX EXPERIENCE DESIGN , JAN 2019 – MAR 2019

### **UNIVERSITY OF PUNJAB, LAHORE, PAKISTAN**

BACHELOR OF ART, AUG 2010

### **PENTAHO, A HITACHI COMPANY**

- ♦ PENTAHO AND HADOOP FRAMEWORK FUNDAMENTALS
- ♦ SUPPORT AND TROUBLESHOOTING
- ♦ BUSINESS ANALYTICS DATA MODELING
- ♦ CTOOLS FUNDAMENTS (CT1000)

## **ADDITIONAL SKILLS**

- ♦ Certificate on PHP, MySQL and Wordpress

## **LINKEDIN**

<https://www.linkedin.com/in/mubeen-ahmad/>

## PORTFOLIO

Medium Case Study on Open Banking

<https://mubeenahmad.format.com>

<https://plus.google.com/photos/113638552725352350588/albums/5753764808032410609>

Resume: <https://docdro.id/Wrvkaan>

Detailed BI Resume: <https://docdro.id/WGadoB3>

Google Portfolio: <https://goo.gl/photos/eptso2FwU2Z3AGzf8>

Behance: <https://www.behance.net/takhleek>