

# SHUHAB-U-TARIQ

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## PROFESSIONAL EXPERIENCE

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Nov 2012 – Present **Royal Horticultural Society, London**  
**Senior Systems Developer** (Full-time)

<http://www.rhs.org.uk>

- Design and develop bespoke solutions in support of core functions and business processes.
- Ensure that all applications are developed and implemented in accordance with the IT Strategy.
- Work with Database & Operations teams to evaluate databases for optimum operational effectiveness.

**Skills:** Client Liaison, Time & Effort Estimation, Microsoft .NET 4.0, C#, Dev Express, SOA, WCF, SQL Server 2008 R2

Dec 2011 – May 2012 **Media Links Online Ltd, Birmingham**  
**Software Architect** (Full-time)

<http://www.medialinksonline.com>

- Assisting the Software Director in the planning of overall company strategy regarding architecture and web based marketing, sales & retail (e-Commerce) solutions.
- Project management and organisation of own and team's projects such as workflow management.
- Application design and development following existing architecture.
- Providing a high quality level of application support both internally and to external clients.
- Provide training to users on the use of CMS and other systems as required.

**Skills:** Client Liaison, Web Architecture Review/Analysis, Project Planning & Delivery, Time & Effort Estimation, IT-Support, Team Mgmt., ASP.NET, C#, VB.NET, HTML/XML, CSS, JavaScript, AJAX, T-SQL, SQL Server 2008 R2, SOA

Mar 2011 – Oct 2011 **(GVC) Global Vision – Corporation**  
**Freelance Web Designer & Developer** (Part-time)

<http://www.globalvision-corporation.com>

- Gathering the key functional & non-functional requirements by liaising with the client
- Building Architecture & Design of the website & web-apps. Managing the web-admin activities & database.

**Skills:** Client Liaison, Requirement Analysis, Development, Testing, ASP.NET 4.0, C#, JavaScript/j-Query, AJAX

Sep 2010 – Mar 2011 **World Visa Consultants, India**  
**Freelance Technology Analyst/Consultant** (Part-time)

<http://worldvisa.in>

- Investigated the problem company was facing in managing their data, and gathered their requirements
- Proposed the most efficient and suitable solutions in the form of web-applications
- After brain-storming with the client, devised a workflow management system and implemented it in the entire company. Developed an Online File Access Sharing (OFAS) system for data integration among all the departments and branches of the company.
- Designed and developed the new website of the company, along with a team of three people

**Skills:** Technology Consulting, Business Analysis, Requirement Gathering, UID, ASP.NET 3.5/4.0, SQL Server 2008, C#, HTML, CSS, AJAX, JavaScript/j-Query, Dreamweaver, TFS, Network/System Administration

*Infosys defines designs and delivers technology-enabled business solutions that help Global 2000 companies win in a Flat World. Infosys, an organisation that out-performs CMMI-Level-5 benchmarks by a mile, is the first Indian company to be listed on NASDAQ and one of the top IT-services companies in the world.*

- Understanding the requirements by going through the specifications and inputs from clients in order to participate efficiently in the design, development & delivery phases of the project.
- Building Architecture and Design (STPs, UTPs, HLDs, DLDs). Do Impact Analysis, create design specifications as per the high level design, create unit test plans in order to develop, validate & maintain the applications as per the requirements.
- Development, Testing, Delivery and Quality Assurance of Web-Applications. Understand application architecture to provide deliverables in line with architectural requirements.
- Implementation, Transition, Warranty and Production Support.
- Maintenance of web-applications on Infosys Intranet – Sparsh. Work on ‘Go Live’ activities as per the implementation plan in order to enable productionization of applications without any issues.
- Handling Configuration Management Activities for projects.
- Knowledge Management and training new employees on web-technologies and skills needed to handle real-time projects. Participate and prepare Knowledge Transfer sessions, document the understanding, take on Shadow Support in order to take up or transfer the primary responsibility activities.

**Skills:** SDLC Processes, Waterfall/Spiral/Hybrid/Agile Development Methodologies, Project/Configuration Mgmt., Infosys Project Processes (CMMI Level 5), Quality Assurance, Supply Chain Management Systems, Retail, C#, VB.NET, ADO.NET, ASP.NET 3.5/4.0, SQL Server 2005/2008, Oracle 9i, HTML, CSS, AJAX, JavaScript, IIS, NUnit Testing, Win Forms, Visio, Visual Source Safe (VSS), Team Foundation Server (TFS), MSBI (SSRS)

## **EDUCATION & QUALIFICATIONS**

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2010-2011	<b>Aston Business School, United Kingdom</b>   Result 2:1 MSc - Information Systems & Business Analysis <b>Modules:</b> Developing Business Systems, Project Management, Enterprise Systems (SAP), Operations Management, Advanced Spreadsheets, Information Systems & Management.
2003-2007	<b>Siddaganga Institute of Technology, Bangalore, India</b>   Result 1st Bachelors in Electronics & Communication Engineering
2001-2002	<b>Tyndale Biscoe School, India</b>   Result Distinction Higher Secondary Part II (Class 12 <sup>th</sup> )

## **CERTIFICATIONS**

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Microsoft .NET Platform (Advanced Level), Infosys Quality Assurance - (Infosys Project Processes - CMMI-Level5, Project Management, Configuration Management, Defect Prevention), Retailing Processes, SAP CRM (SAP-CRM - Overview, Web Client User Interface (WCUI), Applications, Customizing, Middleware)

## **BRIEF DESCRIPTION OF MY RECENTLY HANDLED PROJECTS**

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### **1. Kawasaki Customer Service Index (CSI) Survey**

Kawasaki CSI aimed at developing a system which would allow deployment of different types and number of surveys to Kawasaki websites. These surveys can be then filled in by customers at appropriate points in their interactions with the Kawasaki dealership, i.e. after a purchase or after a vehicle service, etc. Based on the responses to these surveys, Kawasaki management intended to determine the effectiveness of a dealership with regard to a set of standards, or the national average. The solution provided was by designing a scalable content management system where Kawasaki marketing & sales management team would get the ability to design any possible type of survey/questionnaire based on their business requirements and the ability to easily deploy it on any of their dealer websites. The solution also incorporated a Reporting System based on the survey responses and score which allowed the Kawasaki UK's marketing & sales team to determine the effectiveness of any of their dealership.

### **2. YMUK: Yamaha Web Services Integration**

Yamaha Motors hold more than hundred dealers in the UK and wanted to have a system in place through which they could track the customers enquiring about Yamaha bikes and products through their dealer websites. The solution provided was to have a systems' integration between Yamaha Management and their dealers in the UK by making use of Web services exposed by "Success Unlimited." [Success-Unlimited's Contact Online System](#) combines a highly effective sales diary and a powerful reporting system allowing sales people to keep track of customer contact and allowing managers to analyse and report on sales activity, to provide a measurable increase in sales. In this context, the Yamaha-WSI project aimed to provide integration of Yamaha's UK Dealer Websites (such as [Tinklers](#) , [Laguna](#), [Lamba](#), [Moores](#), [Morses](#), etc.) maintained by Media Links Online Ltd., with "[Contact-Online](#)", using Web Services exposed by Success Unlimited, for Yamaha Motors UK management.

### **3. eBay Investigation Report – Integration with MLOL's e-Commerce product**

Media Links Online holds license and subscriptions with eBay which allows for a dealer to upload stock on eBay and simultaneously these entries get added on their websites through integration with e-Commerce product developed by Media Links Online. This ability was restricted to uploading one product at a time. In this context, the project involved analysing, investigating and documenting the development required to integrate eBay bulk stock/products uploading into the existing Media Links Online e-Commerce product.

### **4. Generic File Importer/Exporter Module**

To develop a Generic File Importer Module which can read .xls, .xlsx, .csv, and .txt files, and outputs data in a generic format which makes bulk database upload secure, faster, easier and efficient. Media Links Online Ltd. (MLOL) gets raw data from various bike dealers and owners in any of the above mentioned formats. This data sometimes needed to be compared with another data in separate file structures to produce resultant data files, or sometimes the raw data needed to be formatted before uploads and similar operations were required on the input data files. Till the development of this module, this process was being done manually by a number of interns which was time consuming, and difficult at times due to nature of raw data in different files. As a solution to this, a generic file importer/exporter module was built which would read any of the above mentioned files, perform operations

on raw data and output the files in desired formats. This improved the efficiency of the entire operation and the entire process became more reliable and faster and saved around 80% time of interns who used to sit and perform this process manually.

## **5. Kawasaki Key Performance Indicators (KPI) Reporting**

Kawasaki KPI Reporting is a central auditing system used to analyze and measure the performance of Kawasaki Dealers as well as allows for a relative comparison of Kawasaki Dealer(s) Performance based on regions, year(s) and any quarter(s) of year(s). This was a sales solution which aimed to integrate several existing Kawasaki web systems in order to produce a consolidated reporting system with all the key indicators used by their management to analyze their dealership's quarterly/yearly performance.

## **6. Kawasaki Select Management Interface**

"[Kawasaki Select Used Approved Scheme](#)" is a business decision introduced by Kawasaki UK where a tested and Kawasaki approved set of used bikes would be put on display in the dealer showrooms. Every bike featured under this scheme would be approved by Kawasaki, passed a vigorous 41 point inspection, and supplied with a minimum 12 months Kawasaki warranty. So purchase of any of the bike under Kawasaki Select provides customers with the confidence that they have purchased a quality pre owned motorcycle. In this context, the project involved analyzing the functional and non-functional requirements along with the existing architecture of Kawasaki Select Management Interface and to deliver analysis/review report to the management, regarding possible enhancements in the architecture to realize the business requirements in a more productive way; and a project plan to implement the new architecture within a given timeline.

## **7. The existing & future role of RFID technology in Dairy Supply Chain from Farm to Fork**

This academic paper during my MSc aimed to investigate and discuss the existing and future role of RFID technology in Dairy Supply Chain from farm to fork. To put the subject in context, the paper pointed out the importance of traceability systems in a supply chain, and discussed the existing traceability systems in the industry. By making a relative comparison with other competing technologies such as the barcode system and the primitive alphanumeric system of coding, the paper examined how RFID technology helps achieve ideal traceability. The paper also made a business analysis and discussed long term investment decisions in RFID deployment. Using Cost-Benefit analyses, the paper reported some of the key factors for obtaining a positive return on investment. Taking specific case of Dairy Industry, the paper outlined the entire supply chain based on Porter's Value Chain Model and discussed the implementation of RFID technology for Supply Chain Management from farm to fork.

## **OTHER PROGRAMMING LANGUAGES/TECHNOLOGIES/UTILITIES**

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ASP.NET, ADO.NET, C#, VB.NET, HTML/XML, CSS, Javascript/jQuery, AJAX, T-SQL, SQL Server, MS Business Intelligence (SSRS), SQL, Oracle, C, C++, SOA, WCF, ERP, SAP-CRM, Dynamics CRM, Microsoft VSTS 2008/2010, Team Foundation Server (TFS), IIS, MS-Office Suite, Project, Visio, Dreamweaver, Photoshop, Fireworks, Flash