**Ali Babar**

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**SALESFORCE.COM DEVELOPER / ARCHITECT**

Certified Salesforce Platform Developer and Salesforce Certified Administrator with over 8 years of Architect and Developer and Administrator experience in Salesforce with overall over all 20 years of Information Technology experience

Performs gap analysis of requirements, develop overall solution design and recommendations, conduct design reviews and leads the technical design and architecture

Develops high level effort estimates and distribute development tasks to team members and mentor developers towards solution development and successful delivery of project engagement

Proficiency with the Salesforce developer toolkit, including Apex, test classes, triggers, synchronous and asynchronous processes, Visualforce, JavaScript, SOQL/SOSL, Force.com IDE, and Migration Tool

Provides expertise and define best practices for the team in advanced Apex programming concepts including common design patterns, governor limit management techniques, bulk patterns, efficient and reliable trigger handling

Expertise in integration technologies, including SOAP and REST-based web services, XML, JSON, and SOA design principles.

Experience in development/customization of Oracle EBS solutions, SQL Server 2008/2012 and Microsoft BI Suit (SSIS, SSRS and SSAS)

Team Management **|** Time Management **|** Gap Analysis **|** Design Reviews **|** Data Analysis

Status Reports **|** Mentor **|** Oracle **|** Process Improvements **|** Critical Thinking **|** Third-Party Solutions

**Professional Experience**

**Salesforce Solution Designer / Developer – Syngenta** Feb 2020 – Present

* Designing and developing solutions and proofs of concept
* Design and create data model and data flows to support the application build
* Provide hands-on, expert-level technical assistance to developers
* Define and enforce best practices/standards supporting the platform adoption and full application lifecycle

**Software Tech. Implementation Associate Manager – Accenture Federal Services** Oct 2018 – Jan 2020

* Perform the most advanced design and development tasks. Conducting design reviews and identifying opportunities to re-use components contributing to the definition of development standards
* Provide hands-on, expert-level technical assistance to developers and as necessary, develop custom programs and interfaces
* Collaborated with clients to analyze processes, translating and implementing as a customized instance of Salesforce.com.
* Integrated Salesforce with third-party solutions like SpringCM, eSIgnLive.

**Senior Salesforce.com Developer – ACN, Inc** Jul 2018 – Oct 2018

* Reviewed the current business processes and assessed current Salesforce Service Cloud capabilities to identify opportunities to automate the data integration process between Salesforce and distributed on-premise systems.
* Transformed a departmentalized Salesforce into an enterprise-wide Salesforce supporting all business lines.
* Drove operational consistency, developing best practice guides for coding and testing.

**Technology Lead – Bank of America** (Infosys) May 2017 – Jun 2018

* Managed the development team throughout the SDLC, providing hands-on, expert-level technical coaching.
* Analyzed business and technical requirements, designing a solution by customizing standard objects and adding custom objects to Salesforce.com.
* Assisted in application testing, writing test cases, conducting peer code reviews and suggesting best practices.
* Designed and lead the most complex integrations between salesforce and other Bank of America applications.

**Salesforce Architect – Apria Healthcare** (OSTechnical) Jan 2017 – Apr 2017

* Identified and resolved issues impacting system performance the clinician management system.
* Developed and maintained the corporate-wide Customer Relationship Management (CRM) applications, third-party apps, and custom Salesforce.com applications.
* Streamlined functionality such as naming conventions, version control, release management, and synchronizing sandboxes.

**Salesforce Architect / Developer – Go Capital** Jun 2016 – Nov 2016

* Implemented Salesforce architecture and processes, using Eclipse IDE, git, Force CLI, GitHub, and ANT scripts.
* Developed and deployed objects, page layouts, tabs, components, Visual Force pages, Apex classes, and controller classes.
* Integrated Salesforce with J2EE web applications using real-time web services.
* Gathered requirements from cross-functional user groups, creating custom reports and dashboards.

**Software Architect – Xelleration LLC** Jul 2006 – Jun 2016

* Developed Salesforce Sales Cloud and Service Cloud solutions, including a custom quote configuration application.
* Initiated Microsoft BI architecture using SSIS, SSRS, SSAS, SQL Server, and WebFocus.
* Served as a SME for Oracle Advanced Pricing, Oracle Quoting, and Oracle Inventory and Order Management.

**Education & Certifications**

**Master of Science, Computer Science** – Gomal University, Pakistan

Salesforce Certified Platform Developer I | Salesforce Certified Administrator

**Technical Proficiencies**

**Salesforce Developer Toolkit**: Lightning Components, Visualforce, Apex, JavaScript, Declarative programming, Process Builder

**Apex Programming**: common design patterns, governor limit management, bulk patterns, efficient and reliable trigger handling, synchronous and asynchronous processes, Integration

**Others**: SOAP, REST-based API, XML, JSON, Oracle EBS (supply chain module), HTML, CSS, DHTML, jQuery, SOA design principles, SOQL/SOSL, Salesforce.com IDE, VS Code

**SFDC Administrative**: Profiles, Roles, Users, Page Layouts, Email Services, Workflows, Validation rules, Reports, and Dashboards