

# ALI MUJTABA

## Software & Salesforce Development

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SALESFORCE  
CERTIFIED

Platform App  
Builder

SALESFORCE  
CERTIFIED

Administrator

SALESFORCE  
CERTIFIED

Platform Developer I

SALESFORCE  
CERTIFIED

Platform Developer II

SALESFORCE  
CERTIFIED

Application Architect

SALESFORCE  
CERTIFIED

Data Architecture and  
Management Designer

SALESFORCE  
CERTIFIED

Sharing and Visibility  
Designer

## Profile Summary

- **Result-oriented professional with expertise in Salesforce CRM Applications, Reports, Dashboard, Data Loader offering over 7 years of experience** in designing, developing and implementing applications for clients on Force.com and built UI with Aura/LWC
- **Proficient in Software Development Lifecycle (SDLC)** right from requirement analysis, documentation (functional specifications, technical design), coding & testing (preparation of test cases along with implementation) to maintenance of proposed applications and project execution methodologies like Waterfall and Agile
- **Proficient in SFDC configuration:** role, profile, security access, workflow rule approval process, process builder and data validation in Sales Cloud
- **Skillful in Salesforce.com fields, page layouts, record types, list views,** queues and workflow, Process Builder, Workflow Actions, to drive key business decisions
- **Contributed in creating gap analysis document, clearly identifying the data,** business process & workflow of the organization with respect to Salesforce.com implementation
- **Led and owned all technical aspects of Salesforce.com** implementations and/ or customizations including data migrations, data quality, systems integrations, and custom development
- **Administered admin pages, revamped the assessment platform** and restructured old code bases to modern development standards, improving the functionality; developed technical interfaces, specifications and architecture, client displays, user interfaces of website, web APIs, web API integration
- **Functional knowledge of Salesforce.com data structure** and understanding of how to leverage the tool to meet complex process and reporting requirements
- **Collaboratively worked with the Engineering Manager and Salesforce Development Engineering Team** to create new and innovative customer solutions
- **An effective communicator with strong relationship management skills** with the capability to relate to people at any level of business and management across the globe; possess excellent analytical and negotiation skills

## Core Competencies

Software Development Lifecycle	Salesforce Development	Enhancement, Production Support
Root Cause Analysis	Analyze, Design, and Build	Apex/LWC
Requirement Gathering	Design Technical Solutions	Security Structure

## Career Timeline



## Professional Experience

Since Oct'21 at Salesforce as Senior Technical Consultant

### Key Result Areas:

- Handle multiple US Projects as the offshore lead
- Self Leader in quickly troubleshooting issues & ensuring quality delivery on time
- Quickly learned & became Certified Omni-Studio Developer
- Managing development teams using Apex, LWC, and other technologies to build customized solutions that support business requirements and drive key business decisions
- Providing technical leadership, setting best practices (integration and application development, testing, iterative refinement)
- Leading and owning all technical aspects of Salesforce.com implementations and/ or customizations including data migrations, data quality, systems integrations, and custom development

**Feb’20-Oct’21 at Venerate Solutions Pvt. Ltd. as Technical Lead**  
**Oct’17-Feb’20 at ConsLeague Consulting Pvt. Ltd. as Senior Developer**

**Key Result Areas:**

- Developed, tested, troubleshoot and prepared the technical documentation of applications
- Designed & reviewed code, code refactoring, code review, adoption of new tools, impact & root cause analysis and delivered status report to stakeholders
- Provided post-implementation, enhancement and maintenance support to client; troubleshoot issues with Salesforce and worked closely with different teams to fix the issues
- Communicated with business at all levels, ran successful meetings and prepared detailed notes
- Reviewed, analyzed, and created detailed documentation of use cases, business processes along with user's needs including release notes, workflow, data, functions, design aspects and steps required to develop or modify processes or systems
- Performing development activities including coding and configuration as well as guiding team members
- Working closely with subject matter experts, developers, testers and business partners

**Previous Experience**

**Apr’16-Oct’17 at Novigo Solutions Pvt. Ltd. as Sr. Software Engineer**  
**Feb’15-Mar’16 at Finesse Information System Pvt. Ltd. as Software Engineer**

**Academic Details**

**2013:** B.E. in Electronics & Instrumentation Engineering from Siddaganga Institute of Technology, Tumkur

**Personal Details**

**Date of Birth:** 9<sup>th</sup> October 1990 | **Languages Known:** English & Hindi | **Address:** Basavanagar, Bengaluru

[Refer Annexure for Project Details](#)

## Annexure (Project Details)

- **Company** : Venerate
- **Project** : Byjus
- **Responsibilities** :
  - Attended meetings & workshops with business people and gathered the requirements
  - Analyzed and prepared technical documents
  - Participated in design and implementation
  - Collaborated with teams to manage smooth development, testing and production releases
  - Designed, Developed, & Integrated the CTI with Salesforce
  - Worked on REST based real time & batch integration
  - Developed reusable custom lightning web components, involving html & JavaScript code.
  - Got a special recognition from client for delivering the complex functionality within the timeline without any production errors and excellent communication
- **Company** : ConsLeague
- **Project** : AXA-PHC
- **Responsibilities** :
  - Contributed in requirement gathering, analysis, development, unit testing, change set creation and deployment; understood the functional & technical specifications
  - Assisted in coding, configuration, debugging and code optimization
  - Implemented synchronous, asynchronous Apex, Triggers, & LWC
- **Company** : ConsLeague
- **Project** : Southdown
- **Responsibilities** :
  - Involved in coding, configuring, debugging, & code optimization
  - Implemented SOAP based integration between Salesforce & legacy system(.NET)
- **Company** : Venerate
- **Project** : One Ocean
- **Responsibilities** :
  - Built an attractive & user-friendly UI using lightning web components
  - Worked on Apex triggers, test class, & data migration
- **Company** : Venerate
- **Project** : Kohler Mira
- **Responsibilities** :
  - Integrated GetFeedback with Salesforce
  - Built an attractive & user-friendly UI using lightning web components
  - Worked on Apex triggers, test class
  - Participated in design & implementation