**Faiza Naz**

**Certified Salesforce Architect (Solution / Technical)**

**Certified Boomi Consultant**

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**Professional Summary:**

* Having 9+ years of IT experience with 7+ years Salesforce.com platform as an Architect / Developer and Administrator with experience in designing, developing, deploying of Salesforce CRM and building apps based on business processes, 3rd party app exchange products and 2+ years as a Business System Analyst working across various domains and a variety of projects some of which were full implementations, migrations from legacy to new systems and desktop and web applications.
* Implemented and delivered projects under Agile and waterfall methodologies.
* Experienced in configuration and customization of Sales, Service and Community Clouds by configuring Assignment rules, Escalation rules, Email-to-Case, Web-to-Case and Web-to-Lead.
* Proficient with Salesforce data model and customizing objects, fields, formula fields, rollup summary fields, page layouts, search layouts, creating custom objects and custom Tabs, record types, relationships (Lookup, Master-detail & Junction objects).
* Proficient with Administration setup tasks like creating Profiles, Roles, Users, Sharing rules.
* 3+ year experience with Salesforce APEX - in writing Triggers, apex classes, Visualforce pages and lightning components.
* Experienced in developing Custom Lightning Components, using Standard Lightning Components, building Lightning Apps using Lightning App Builder and Lightning Pages using Lightning framework, aura framework and Lightning Locker Service.
* Experience with Salesforce query language – SOQL.
* Experience in integrating Salesforce with app exchange applications.
* Strong experience with data security by implementing Criteria and Owner based sharing rules on various objects in the organization
* Hands-on experience with declarative programming using Workflow rules, Process Builder, Approval process and actions Field update, Email alert, Create tasks and Outbound messaging.
* Excellent understanding of Org Hierarchy Roles, Profiles, permission sets, Users, object level security, field level security, record level security and sharing rules.
* Strong experience with Force.com migration tool and Change Sets for migrating Salesforce components across various Sandbox and Production instances.
* Created and maintained logical entity relationship diagrams, transformed logical models into physical data models with an add-on experience in writing SQL programming with MS-SQL Server.
* Experience with Data migration and updates using Data Loader and import wizard in Salesforce.

**Technical Skills:**

Salesforce: Force.com, AppExchange, workbench, Validation Rules, Work Flows, Process Builder, Assignment Rules, Escalation Rules, Outbound Messages, Dashboards, Reports, Custom Objects and Tabs, Lightning, Aura, LWC (Lightning Web Components), Apex Classes, Apex Triggers, Test classes, Visualforce, Sandbox development and testing, SOQL, SOSL, Salesforce Lightning Design System (LDS)

Salesforce Integration Tools: Data Loader, Boomi

Clouds: Sales Cloud, Service Cloud, Community Cloud

Languages: Apex, JavaScript, jQuery

Database: Oracle, SQL Server

Web Services: HTML, XML, CSS, JavaScript, WSDL, REST / SOAP

Integrations/API/AppExchange Products: Google Maps API, DocuSign, Conga Composer, Config Workbook

Project & Document Management / Productivity: MS Office (Word, Excel, PowerPoint), MS Visio, Lucid Charts, JIRA, SharePoint, Google Docs, Office 365.

Methodologies: Agile SCRUM, waterfall

**Certifications:**

* Salesforce.com Certified Administrator 201
* Salesforce.com Certified Force.com Developer 401
* Salesforce.com Certified App Builder
* Salesforce.com Certified Platform Developer I
* Salesforce.com Certified Platform Developer II
* Salesforce.com Service Cloud Consultant
* Salesforce.com Sales Cloud Consultant
* Salesforce.com Certified Sharing and Visibility Designer
* Salesforce.com Certified Data Architecture and Management Designer
* Salesforce.com Certified Application Architect
* Salesforce.com Certified Community Cloud Consultant
* Salesforce.com Certified Development Lifecycle and Deployment Designer
* Salesforce.com Certified Integration Architecture Designer
* Salesforce.com Certified Identity and Access Management Designer
* Salesforce.com Certified System Architect
* Dell Boomi Atmosphere Integration Cloud Certification

**PROFESSIONAL EXPERIENCE:**

**Salesforce Architect**

**Humana**, Louisville, KY

January 2019 – Present

**Description**: Humana is an insurance provider offering employers various options for medical, dental, vision, wellness, life, and other insurance options. The company covers small and large employers and participates in Medical Insurance Exchanges of the ACA.

**Responsibilities:**

* Participated in requirements gathering workshop and interacted with key business stakeholders and users to support the implementation.
* Interacted with various business users to gather the requirements, documented the requirements, and developed design documents to suit business needs.
* Lead and Solution Architected the solution and developed the Solution Design Document.
* Worked with the offshore team to design and develop the proposed solution and resolve issues as well as testing and documentation.
* Created Apex classes, components, and triggers with minimum 90% code coverage using test classes for both positive and negative cases.
* Developed Custom lightning components and controllers for Apex for Customer and Partner online loan application process and dashboard views.
* Worked on lightning components - aura and lightning web components (LWC), event registration, handlers for performing business logics and actions.
* Using Data Loader for insert, update, and bulk import or export of data from Salesforce Objects.
* Designed interfaces using Boomi where quality and performance were of utmost importance.
* Participated in EAI /B2B which allowed me to use most of the Dell Boomi Platform.
* Developed Integration requirement documents, data mapping document for every interface by understanding the functional requirements.
* Worked on Dell Boomi Connectors like FTP, Mail, Database, Salesforce, Web Services Listener, HTTP Client, Web Services SOAP Client, Trading Partner.
* Developed the Database/Flat file/JSON/XML profiles, Boomi Mappings, Processes using with different connectors/shapes and logic shapes between the application profiles and different Trading partners using Dell Boomi.
* Designed and Configured Extensions for Connector components.
* Developed Atoms/Molecules on Dev/Test/Prod servers, Monitoring Jobs Process Reporting Screen, Real-time & Account Dashboard Screen for errors and daily transaction count.
* Carried out minor declarative changes and took the responsibility to manage releases into the production.
* Designed and deployed applications as per the Sprint/Iteration schedules.
* Used SOQL & SOSL, Salesforce Platform, Workbench, and Developer consoler for development and testing work
* Led on the Live agent implementation project as Solution Architect and Lead for offshore team.
* Worked as a liaison between onshore and offshore team.
* Attended Daily touch base call with Salesforce Customer Success manager, Client manager and offshore team and alternate day Client Standup meetings and additional meetings with Offshore and onshore teams as applicable.

**Environment**: Saleforce.com platform, Apex Language, VF (Pages, Component & Controllers), Salesforce Data Loader, Security Controls, HTML, JavaScript, Java, Sandbox, VSTS / Azure Devops, Git (Azure DevOps), Visual Studio Code, Windows, Lightning (Aura and LWC), Community Cloud, Sales Cloud, Visual Force

**Salesforce Architect**

**Panera bread**, St Louis, MO

February 2018 – December 2018

**Description**: Panera Bread Company is an American chain store of bakery-café fast casual restaurants with over 2,000 locations, all of which are in the United States and Canada.

**Responsibilities:**

* Gathered requirements from business, marketing and technical stakeholders from requirements gathering discussions, workshops, and meetings.
* Worked on Apex Class and Lightning Component modifications to enhance existing functionality.
* Worked on creating Lightning Pages inside **Lightning Community Builder.**
* Using Community Builder create community pages for customers and used the SLDS for styles and apex classes for DML operations.
* Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* **Retrieved** some data and its functionality from **Third-Party API’s** and **displayed** within the lightning component.
* Created multiple **Lightning Components**, added **CSS**and **Design Parameters** that makes the Lightning component look and feel better.
* Worked with Assignment rules, user creation, salesforce custom fields creation, process builder, apex class, test class, workflow rule and field updates.
* Created a user interface for custom applications using the Custom Objects, Custom Tabs, Page Layouts, Record Types and Customization options.
* Created Custom Fields, Custom Reports, Triggers, Field help, Custom Formulas and Field History Tracking.
* Used Master-Detail relationship, Lookup relationship, Lookup filters, Roll-Up Summary in master detail relationships.
* Created Workflows rules with field updating actions and validations.
* Created complex Validation rules based on business requirements.
* Created Profiles, Permission Sets, Sharing rules, public groups, and Apex Managed Sharing.
* Worked on Managed Package Installation and post-install support for clients.
* Documented and trained on entire solution to the client in user-friendly format with screenshots – Design document, user guide, and artefact (component list) for run team to perform their activities with the Managed Package Application.
* Conducted Demo with Managers to showcase developed functionality enhancements for Business Demo.
* Regularly met with key stakeholders from the business and teams and discussed progress as well as impediments and requirements grooming/clarifications, as well as refinements.

**Environment**: Sales Cloud, Service Cloud, Developer Console, Lightning, Salesforce Classic, VSCode, Eclipse, Force.com IDE, STS, ApexUnit, SonarApex, Jenkins, Workbench, Agile Central.

**Salesforce Lead Developer / Architect**

Johnson Controls, Milwaukee, WI

February 2015 – January 2018

**Description**: Johnson Controls International plc is an American Irish-domiciled multinational conglomerate headquartered in Cork, Ireland, that produces fire, HVAC, and security equipment for buildings. As of mid-2019, it employed 105,000 people in around 2,000 locations across six continents.

**Responsibilities**:

* Gathered requirements from business, marketing and technical stakeholders from requirements gathering discussions, workshops, and meetings.
* Developed high level technical and functional solution documents and documented all the requirements gathered.
* Worked on Classic to Lightning Migration Impact Analysis, Rollout plan and implementation.
* Prepared Architecture and Requirements Documents for Service Cloud Org Implementation, including but not limited to Service Console, Email to Case, Web to Case, Case Management including Queues, Assignment rules, Approval Processes, Omnichannel, Live Chat Agent, Case Teams, Entitlements and Milestones.
* Architected Integration Solution between legacy system and Salesforce using REST API.
* Developed and Debugged new and existing LWC (Lightning Web Components) and Aura Lightning Components, Apex Classes, Test Classes, and configurative functionality.
* Developed custom point-to-point integrations with external 3rd party and internal APIs – including for google maps API, internal file storage API, legacy mainframe’s API (microservices via REST API).
* Developed SOAP integration for sending outbound callout to external API.
* Led and oversaw the development of several Apex Classes, Test Classes and Lightning Components to support various business processes and functionality.
* Performed review of existing setup, gap analysis, best practices on Account & Opportunity Teams implementation.
* Documented Initiatives, Features and User Stories in Salesforce based Tool and in Agile Central (rally).
* Participated in PI (Program Initiative) meetings and various agile ceremonies.
* Participated in Daily Stand up meetings with internal client team, Daily Standup and Design call with offshore team which I led, Client and stakeholder meetings, Knowledge Transfer meetings with client for implementation partner transition, doing demos for business.

**Environment**: Sales Cloud, Service Cloud, Developer Console, Lightning, Salesforce Classic, VSCode, Eclipse, Force.com IDE, Workbench, Agile Central.

**Salesforce Developer / Administrator**

**PricewaterhouseCoopers (PwC**), Tampa, FL

August 2013 – December 2014

**Description**: PwC is a global network of firms delivering assurance, tax, and consulting services for your business. PwC’s professional services, including audit and assurance, tax, and consulting, cover such areas as cybersecurity and privacy, human resources, deals and forensics.

**Responsibilities**:

* Interacted with various business users to gather the requirements, documented the requirements, and developed design documents to suit business needs.
* Assisted the Lead / Solution Architect in developing the Solution Design Document.
* Created custom applications on Force.com Platform for multiple business requirements.
* Created a user interface for custom applications using the Custom Objects, Custom Tabs, Page Layouts, Record Types and Customization options.
* Created Custom Fields, Custom Reports, Triggers, Field help, Custom Formulas and Field History Tracking.
* Used Master-Detail relationship, Lookup relationship, Lookup filters, Roll-Up Summary in master detail relationships.
* Created Workflows rules with field updating actions and validations.
* Created complex Validation rules based on business requirements.
* Created Profiles, Permission Sets, Sharing rules, public groups, and Apex Managed Sharing.
* Created Apex classes, components, and triggers with minimum 90% code coverage using test classes for both positive and negative cases.
* Created Visualforce pages to override the standard functionality in customer portal.
* Created lightning app for the user to create order and add line items.
* Using Data Loader for insert, update, and bulk import or export of data from Salesforce Objects.
* Carried out minor declarative changes and took the responsibility to manage releases into the production.
* Designed and deployed applications as per the Sprint/Iteration schedules.
* Involved in salesforce.com set up activities and customized the apps to match the functional needs of the organization.
* Developed and maintained customizations using declarative functionalities of Sales force including Public groups, Permission sets, Reports, dashboards, Workflows, Approval Processes, Process Builder, Validations, and Custom Permissions.
* Administered, configured, maintained user profiles, roles, assigning Permissions and generating security tokens.
* Developed and configured various Custom Reports and Report Folders for different user profiles based on the need in the organization.
* Developed and deployed workflows and approval processes for opportunities and products/ assets management.
* Created views and store procedures to extract data from Siebel standard procedures.
* Involved in Maintaining user roles, security controls, profiles, and workflow rules.
* Demonstrated ability to effectively work in team environment with varying skill set levels.

**Environment**: Salesforce.com platform, Siebel CRM, Pages, Data Loader, Workflow & Approvals, Reports, SOQL Custom Objects, Custom Tabs, Email Services, Security Controls, Visual Force (Pages, Component & Controllers), Apex Language, Apex Class, Apex Triggers, Data Loader, REST, SOAP, HTML, Java Script, Eclipse IDE.

**Business System Analyst**

**McAfee**, San Jose, CA

July 2011 – May 2013

**Description**: McAfee Corp. is an American global computer security software company headquartered in Santa Clara, California.

**Responsibilities:**

* Used Agile methodology to understand the existing system and the current business process and methods to identify deficiencies and areas for improvement and enhancement
* Performed GAP Analysis by creating AS-IS and TO-BE documents to identify the potentials of the improved system.
* Conducted requirement walkthroughs to understand the benefits of the system.
* Created and maintained User Stories by interviewing the business users to communicate the requirements to development and testing teams.
* Responsible for documenting user stories, business rules, workflow diagrams and business process modeling (BPM) for the proposed functionality.
* Collaborated with the development team and making prototypes to help the developers understand basic UI design concepts so that special requirements can be conveyed to the Development team.
* Worked as a Scrum Master in the burn-down chart, task board updates and Product Backlog Reconciliation.
* Facilitates Scrum meetings, Daily Stand-up, Sprint Planning, Backlog Grooming, Epic and Story Estimation, Sprint Review and Demo, and Retrospective.
* Participated in Agile scrum ceremonies like Planning Poker Sessions for a consensus of LOE.
* Provided detailed User Interface Document to the new Salesforce development and testing team for a clear understanding of the system.
* Analyzed the changes performed in CRM application for marketing, sales etc. translated them into business and functional requirements for Service Cloud in SFDC.
* Created Users, Roles, Public Groups and implemented Role hierarchies and Record level permissions to manage sharing access among different users on marketing cloud of SFDC
* Designed and deployed workflows, validation rules, Approval Processes and Auto-Response Rules for automating business logic with Sales and marketing cloud on salesforce.com
* Added new custom objects, assigned fields, designed page layouts, custom tabs, components, custom reports.
* Created various Reports and Dashboard to assist managers to better utilize Salesforce cloud as a Sales Cloud, Marketing Cloud, and Service Cloud, etc.
* Analyzed click-through rates on campaigns and developed insight reports using marketing cloud
* Reviewed Test case, Test data and Test Scenario to make sure testing should perform properly.
* Perform Defect Triage meetings and Coordinate with business, system, developments departments to resolve the severe defects.
* Closely monitored the Testing, Performed Smoke tests, Facilitated UAT Sessions, SIT Sessions, worked on defect life cycle using JIRA.
* Actively participated in Postproduction Validation (PPV) and handled issues appropriately.

**Environment**: Salesforce.com: Market, Sales & Service Cloud, Agile Scrum Methodology, Smart Draw, Power Designer, MS Office Suite, Microsoft Visio, MS SQL Server, Data Loader.

**Education**:

**Bachelor of Computer Science and Information Technology**

**NED University of Engineering and Technology**