**[Lead Salesforce Developer](https://www.postjobfree.com/resume/ad0677/lead-salesforce-developer-springdale-nj)**

**Location:**Springdale, NJ

**Posted:**November 18, 2023

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**Resume:**

UMAR FAROOQ Salesforce

Architect (SFCC)

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654978257/ [pic]umar\_f4

A proven experience in Software Development and Business Analysis in e-

commerce (SFCC/SFDC)

Career Highlights

10+ years of experience for Software Development and System Analysis with

a complete system development lifecycle implementation, from requirement

gathering to SIT. Deep understanding of Payment Gateways, Marketing &

Loyalty integrations, Analytics (Google & Social), product catalogs,

promotions, GTM, Order Management Systems (OMS), and SFRA/Out of Box

Solution Implementation.(Comprehensive experience in the domain of e-

commerce Salesforce Commerce Cloud, Sales, Service and Marketing Cloud

(B2B/B2C)

Skills Summary

Agile Methodologies Salesforce Commerce Cloud Mobile App Development

Software Development Functional/Delivery Lead API Integration

Project Management Demandware Web Development

Risk Analysis SQL / MySQL and Oracle JavaScript/HTML/CSS

LWC/APEX React/ Angular JS

Professional Experience

BitKnox Tech -> DPP Tech -> GAP

From: 01/2023 - To Date

Role: Lead Salesforce Consultant

LA/Remote

Project: GAP.com (B2C/B2B)

Responsibilities:

- Working on the hot fixes as a production support engineer.

- Working on configuration of REST and SOAP APIs.

- Providing Technical support to the other SFCC teams Like; Netsec,

Tealium, Adobe etc.

- Working as Dev lead for Offshore team and involve in code review along

with backend development.

- Exploring different 3rd party integrations for storefront application and

providing key inputs to the stakeholders

- Performed Data Migration tasks using APEX Data Loader.

T-Mobile

From: 03/2022 - 12/2022

Role: Sr.SFCC Consultant

Seattle, WA/Remote

Project: CoreSeller Enterprise Solution, T-Mobile.com (B2B/B2C)

Responsibilities:

- Built two automated solutions, deployment/setup (code, metadata) on

Lightning applications.

- Hands on experience on LWC (Lightning Web Components)

- Designed/Implemented Auto Rollback strategy for metadata and document

implementation guide.

- Working on the customization of confirmation, cart, PDP, and other pages

of the site.

- Configured Marketing Cloud connection with Sales Cloud using Marketing

Cloud Connect

- Working on the promotional campaigns.

J.P. Morgan Chase

From: 04/2018 - 02/2022

Role: Technical Lead Sr. Software Engineer:

Wilmington, DE/Remote

Project: Chase Cards eComm (Commerce Cloud B2C)

Responsibilities:

- Leading SE on cards eComm project (SFCC), responsible for project

deliverables.

- OMS integration, maintenance and troubleshooting.

- Working closely with business partners, developers, support group to

ensure sandboxs readiness.

- Requirement gathering, Functional Design documents, Development, Code

Reviews and Deployments

- Worked with 3rd party vendors to implement integrations of Chase Pay,

PayPal, Amazon and GTM.

- Implement a CPQ system to streamline the sales process, reduce errors,

and improve customer satisfaction.

- Design solution using SFCC for multi- country, multi-locale and multi-

currency websites.

Project: Investment Portfolio Management System (Sales Cloud B2B)

Responsibilities:

- Configuration of Salesforce org, User, and profile management.

- Experience in writing APEX Code, Standard and Custom Controllers, SOQL

and SOSL

- Wrote Triggers for Standard and Custom objects.

- Worked on Aura Components.

- Designed Web Services along with Out of the box native REST API Calls for

access from External Systems.

- Performed Data Migration tasks using APEX Data Loader.

Visionet Systems Inc.

From: 03/2010 - 04/2018

Role: Functional and Technical Lead 04/2016

- 04/2018

Client: Dooney & Bourke

Cranbury, NJ/Remote

Projects/Applications: Third Party Integrations of payment gateways like:

PayPal and Amazon Pay

Ayden Credit Card Processor, Vertex implementation, BorderFree, Listrak

integration, and Best Pricing Promotion

Responsibilities:

- Perform a key role in SFRA implementation by providing valuable inputs.

- Site-Genesis to SFRA migration from scratch.

- Conduct UAT testing and gave demo sessions to business users.

- Integrated Amplience content hub, Preorder & Backorder, Annex,

Borderfree.

- Open Commerce API, Design, and implementation.

- Customized the checkout section, implemented the legacy customers

approach,

Role: Software Engineer (Development) 04/2014

- 04/2016

Client: Vineyard Vines

Cranbury, NJ

Projects/Applications: Sales Enablement and Commerce Cloud

Responsibilities:

- Integrated cartridges for Buy online and Pick in Store, Curbside.

- Implement Same Day Delivery, AfterPay, Cybersource and AvaTax cartridges.

- PDP Redesign, Custom Logo and Batch Jobs creation.

- UAT and Production Migration Support.

- SFRA Implementation from scratch.

- Demonstrated Project Management skills and worked directly with project

stakeholders.

- Collaborated with Architects & Developers to estimate project design &

map them with the existing system.

- Created policies and procedures, which primarily benefited the Dev. team

and served as liaison between business needs and programmers.

Role: Business Analyst/Functional Lead 03/2010

- 04/2014

Client: Canada Goose & Life is Good

Systems Ltd. Pakistan

Projects/Applications: Demandware/Salesforce Commerce Cloud

Responsibilities:

- Worked as a functional lead for eCommerce competency.

- Business Manager Integration and Testing.

- Performed Data Analysis, Monitoring of Data Pipes, Log Analysis and

Database Analysis.

- Responsive Web Design application development on mobile and tablets

[IOS.SWFIT].

- Provided custom solutions by enhancing the Cloud platform capabilities

with third party integrations, custom SOAP and REST based integration with

Salesforce Commerce Cloud.

Tools and Technology: JavaScript, TypeScript, OCAPI, SFCC-CI, jQuery, ISML,

PHP 7.1, Laravel Framework, Docker, MySQL, Ajax, REST API, Bootstrap,

Sencha ExtJs 4.2.2, HTML5, Microsoft SQL Server & SQL Management Studio,

Balsamiq, MS VISIO, PL/SQL, MS office,

Kualitatum Inc. (Formerly Known as "Kraysis")

From: 05/2008 - To: 03/2010

Role: Test Automation Engineer

Projects: JOB.ru, System Mechanic - IOLO Technologies (Antivirus Testing)

Responsibilities and Results:

- Configured and Integrated Selenium RC with POSTGRE SQL, Prepared,

enhanced and execute Test Suits on Job.ru web application.

- Antivirus, Firewall and Protocol Testing, Security Testing using XSS and

SQL Injection

Tools and Technology: Selenium RC, Acuentix and SQL Inject Me

GLOBAL SOFTNET INC.

From: 12/2006 - To: 04/2007

Role: Software Development Engineer (Internship)

Projects: Online Order Management Systems for Pizza ordering and Karma

Studios (Apparel)

Automation Testing Tools and Technologies

Selenium IDE/Remote Control, Provar, GitHub/Bit bucket, Eclipse, Source

Tree, J-Meter, Cucumber, Spec flow & Cypress.io Automation Framework

Education & Credentials G.C.U Lahore,

Pakistan

. MSc Computer Science 2006-

2008

. Post Graduate Diploma IT & Telecommunication

2004-2005

. Graduation: bachelor's (major in Economics & Statistics)

2002-2004

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Certifications and Training Workshops

. Salesforce Certified B2C Commerce-developer

. Certified Scrum Product Owner (CSPO) by Scrum Alliance

. Software Processes and re-engineering Certified