

Arfa Farid

Senior Technical Lead - ECommerce

16+ years experienced Web Professional with hands on coding & team management skills. Proven ability to lead by example, consistently deliver projects on time, improve best practices. Working in the ECommerce domain for 7+ years.



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📍 Kalyan, Mumbai

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WORK EXPERIENCE

Senior Technical Lead - ECommerce WinWire Technologies, Bangalore (remote)

09/2020 - Present

Achievements/Tasks

- Lead ECommerce Engagement for US home security client AAA SmartHome
- Successfully migrated their static site to BigCommerce platform, involved in finalizing the system architecture
- Integrated external systems like Salesforce, HubSpot, Segment, Optimizely
- Increased site speed 40%, 50% efforts reduced to create marketing landing pages
- Helped generate 2.5x leads from the store compared to previous site

Technical Lead - ECommerce Studio365, Mumbai

09/2015 - 08/2020

Achievements/Tasks

- Relaunched stores in Magento Enterprise edition as a stand alone contributor
- Completed set up, configuration, theme customization and data migration
- Store catalogue integration with Google Shopping, Houzz.com, Amazon
- Wrote script for daily data sanitization, reduced daily effort by 75%
- Increased sale via direct traffic through Magento Store by approximately 32-35%

Engineering Team Lead PaperPlane Solutions, Mumbai

09/2009 - 08/2015

Achievements/Tasks

- Set up Backend Engineering Team, involved in shortlisting/interview process
- Tasked with leading the project development and architecture in new technologies/frameworks/cms
- Lead research, POC and deployment for third party integrations
- Built and lead a team of 10 engineers
- Completed more than 25 mid/big size projects during my service here

SKILLS

Shopify

BigCommerce

Magento

WordPress

Adobe Commerce

Drupal

Theme Development

Liquid

Stencil

GraphQL

PHP

Google Analytics

Google Tag Manager

Optimizely

GIT Actions

Google Cloud Platform

PROJECTS

AAA Smarhome (<https://smarthome.calstate.aaa.com/>)
(01/2021 - Present)

- Technologies used - BigCommerce, Stencil, GraphQL, Optimizely

Peet's Coffee (<https://www.peets.com/>)
(09/2022 - Present)

- Technologies used - Shopify, Liquid, SCSS, Google Tag Manager

DecorPrice (<https://www.decorprice.com/>)
(01/2016 - 08/2020)

- Technologies used - Magento EE, PHP, Google Analytics

TeamBHP (<https://www.team-bhp.com/>)
(04/2012 - 12/2012)

- Technologies used - Drupal, PHP, MySQL, GIT

Ituvana (<https://www.ituvana.com/>) (04/2022 - 05/2022)

- Technologies used - Shopify, Stencil, Theme Customization

EDUCATION

Bachelor of Science (Computer Science)
Birla College of Arts, Science & Commerce
Mumbai University

06/2002 - 04/2006

MANAGEMENT SKILLS

Sprint Master

Professional Working Proficiency

JIRA

Full Professional Proficiency

Project Plans and Estimation

Professional Working Proficiency

Team Setup

Full Professional Proficiency