

TAJ AHMED SHAIK

Salesforce Application Architect

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Seeking a challenging role to contribute to innovative Salesforce projects that enhance business workflows, drive automation, and improve user experience across dynamic enterprise environments.

Location Preference: Dubai, Abu Dhabi, UAE, Saudi & Kuwait

Education

2015: MBA in Finance from SVCE College, Tirupati

Core Competencies

- Salesforce Lightning
- Apex Programming
- LWC
- Salesforce Triggers
- Sales Cloud
- Service Cloud
- Experience Cloud
- REST/SOAP APIs
- Asynchronous Apex
- Data Loader & Workbench
- Reports & Dashboards
- Workflow Rules and Flows
- Validation Rules
- Custom Objects & Fields
- Security & Sharing Rules
- Force.com IDE
- Gearset and Change Sets
- Agile/Scrum Methodology

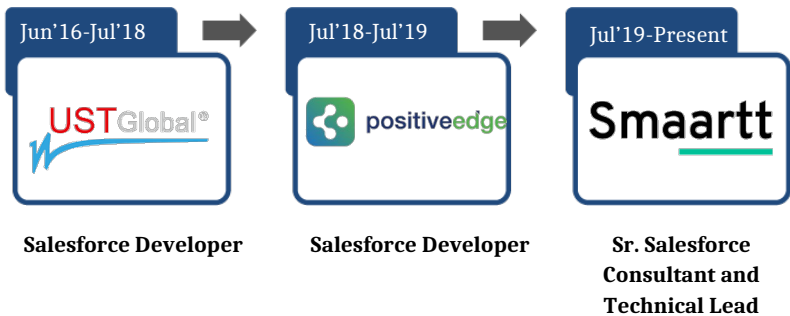
Profile Summary

- **Salesforce-Certified Professional with 10+ years of robust experience** in designing, developing, and deploying scalable Salesforce.com CRM solutions, specializing in Sales Cloud, Service Cloud, and Lightning Experience customizations aligned with dynamic enterprise needs.
- **Demonstrated expertise in Apex programming, Visualforce development, and Aura and LWC Components**, with a proven track record of delivering end-to-end Salesforce implementations and enhancing system performance through strategic automation using Workflows, Process Builder, Flows, Triggers, and Validation Rules.
- **Adept in data modeling, security architecture, and user access management** by configuring profiles, roles, permission sets, and field-level security, ensuring compliance and optimized access control across multi-tiered organizational structures.
- **Hands-on experience in integrating Salesforce with external systems**, performing seamless data synchronization and supporting enterprise-level interoperability in agile development environments.
- **Proficient in deployment activities using tools** like Data Loader and Force.com IDE, Gearset, Change Sets ensuring smooth transition of customizations across multiple environments, while maintaining code versioning and change tracking through source control systems.
- **Strong collaborator with cross-functional teams**, experienced in Agile/Scrum methodologies, requirement gathering, stakeholder communication, and delivering client-centric solutions that drive operational efficiency and digital transformation.

Technical Skills

Category	Technologies/Tools
Languages	Core Java, Apex
Web Development	HTML, Visualforce, JavaScript, CSS
Databases	SOQL
Operating Systems	Windows XP, Windows 7
IDEs/Tools	Data Loader, Gearset, Change Sets, Workbench, VS Code, Git

Career Timeline



Certifications

- ☎ Salesforce Certified Application Architect
- ☎ Salesforce Certified Sharing & Visibility Architect
- ☎ Salesforce Certified Data Architect
- ☎ Salesforce Certified Experience Cloud Consultant
- ☎ Salesforce Certified Service Cloud Consultant
- ☎ Salesforce Certified Sales Cloud Consultant
- ☎ Salesforce Certified Platform Developer I & II
- ☎ Salesforce Certified Platform App Builder
- ☎ Salesforce Certified Administrator
- ☎ Salesforce Certified AI Associate



Key Result Areas

- ☎ Leading a team of 5 offshore developers, conducting daily stand-ups, tracking progress, and ensuring alignment with sprint goals.
- ☎ Reviewing Apex classes, LWC and Aura components, and triggers, and enforcing clean code principles and Salesforce development standards.
- ☎ Designing scalable integration solutions using REST/SOAP APIs, and collaborating with architects to validate technical feasibility.
- ☎ Handling end-to-end delivery of Salesforce customizations and enhancements, including analyzing user stories and translating requirements into technical solutions.
- ☎ Collaborating with cross-functional teams, including QA and DevOps, to support CI/CD processes and ensure smooth deployments.
- ☎ Providing technical guidance and mentorship to junior team members, conducting peer code reviews, and supporting skill development initiatives.
- ☎ Developing and customizing Lightning Web Components (LWC) to create responsive and interactive user interfaces aligned with business needs.
- ☎ Managing incidents and change requests, ensuring timely resolution and effective communication with business users.
- ☎ Implementing and fine-tuning Salesforce security models, including profiles, permission sets, role hierarchies, and sharing rules.
- ☎ Optimizing platform performance, continuously improving code quality through refactoring, query tuning, and leveraging latest Salesforce features.

Projects Executed

Client: Emirates Transport, UAE

Project: ET (Emirates Transport CRM Implementation)

Role: Sr. Salesforce Consultant | Technical Lead

Duration: July 2023 – Present

Project Overview: Emirates Transportation project deals with multiple modules like sales, service, marketing and custom modules (Pricing, Vehicle Inspection, Driver Checklist ... etc)

Key Contributions:

- ☎ Leading a team of 5 Salesforce developers in successfully implementing Salesforce CRM solutions for clients across various modules.
- ☎ Architected and developed custom applications, components, and integrations using Apex, Visualforce, Lightning Web Components (LWC), and other Salesforce technologies.
- ☎ Ensured adherence to coding standards, best practices, and security guidelines during the development lifecycle.
- ☎ Conducted code reviews, provided constructive feedback, and mentored junior developers to enhance their technical skills.
- ☎ Provided ongoing support and maintenance for Salesforce applications, troubleshooting issues, and implementing enhancements
- ☎ Customized Collaborated with external vendors and partners to integrate Salesforce with third-party systems, ensuring seamless data flow and system interoperability

Client: Saudi German Hospital, UAE

Project: SGH (Saudi German Hospital CRM Implementation)

Role: Salesforce Consultant

Duration: June 2021 – June 2023

Project Overview: Led the end-to-end implementation of a Salesforce CRM system for Saudi German Hospital's call center operations, integrating with existing SAGE ERP and Cisco Finesse to enhance customer engagement. The system offered a 360-degree patient view, enabling call center agents to access patient profiles, appointment history, and non-medical information in a single interface.

Key Contributions:

- ☎ Designed and implemented scalable architecture and data models aligned with business requirements.
- ☎ Developed Lightning Components and Apex Controllers to enhance UI/UX and system responsiveness.
- ☎ Executed bi-directional REST integrations between Salesforce and SAGE ERP.
- ☎ Deployed Salesforce Service Cloud, Live Chat, and Omni-Channel capabilities for call center efficiency.
- ☎ Conducted end-to-end data migration into Salesforce.
- ☎ Customized record types, page layouts, and related lists for optimized user experience.

Client: Masdar, UAE

Project: ZSP (Zayed Sustainability Prize)

Role: Salesforce Consultant

Duration: July 2019 – June 2023

Project Overview: Developed a Salesforce-based submission and judging platform to streamline application and evaluation processes for the Zayed Sustainability Prize, a global initiative recognizing sustainable innovations in Health, Food, Energy, Water, and Education.

Key Contributions:

- ☺ Designed data models and workflows ensuring performance within Salesforce Governor Limits.
- ☺ Built a public-facing Community Portal for participant registration and submission.
- ☺ Developed an internal judging portal for committee-based evaluation and scoring.
- ☺ Implemented Aura Components for dynamic interactions in Lightning Applications.
- ☺ Enabled Live Chat to support user engagement and technical assistance.
- ☺ Created comprehensive reports and dashboards for real-time tracking and analytics.
- ☺ Applied SOQL and SOSL queries efficiently while adhering to governor constraints.

Client: Department of Fair Employment and Housing (DFEH), USA

Project: DFEH Appointment Revamp

Role: Salesforce Developer

Duration: July 2018 – July 2019

Project Overview: Revamped the DFEH's appointment scheduling system to streamline discrimination complaint management, improve accessibility for California residents, and ensure compliance with civil rights laws.

Key Contributions:

- ☺ Designed a Lightning-based appointment scheduling platform.
- ☺ Built Lightning Components with alert systems and dynamic data displays.
- ☺ Developed Apex Classes and Visualforce Pages tailored to specific business needs.
- ☺ Configured custom objects, fields, and tabs to align with new workflows.
- ☺ Managed user roles, profiles, and sharing rules to enforce secure access.
- ☺ Utilized SOQL for efficient data retrieval and Data Loader for bulk data operations.
- ☺ Participated actively in Agile ceremonies including sprint planning and reviews.

Client: NetApp, USA

Project: GTM (Go-To-Market Strategy Enablement)

Role: Salesforce Developer

Duration: June 2016 – July 2018

Project Overview: Supported NetApp's Go-To-Market strategy by customizing and optimizing Salesforce to manage customer data, sales processes, and partner interactions, enabling seamless collaboration across teams.

Key Contributions:

- ☺ Coordinated with onsite stakeholders to gather and evaluate business requirements.
- ☺ Customized Salesforce Production and Sandbox Orgs, configuring standard and custom objects.
- ☺ Developed Apex Classes, Triggers, and Visualforce Pages for tailored business logic.
- ☺ Implemented complex workflows, validation rules, and automation to enhance productivity.
- ☺ Managed deployment and version control using Perforce.
- ☺ Integrated Salesforce with external applications and third-party tools.
- ☺ Resolved production issues, ensuring continuous delivery and system stability.