
ASIF RAHMAN

ENGINEER | ARCHITECT | LEADER

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Intro

Hands on engineer with well over 20 years of industry experience building on the web. From the early days of battling with Internet Explorer to the latest in serverless cloud native architectures designed to scale for millions of users, I have seen and experienced quite a bit. I believe that software engineering is an art and we are artisans, constantly striving to learn and improve in my craft. I always look for simple yet elegant solutions to the most complex problems, but am most satisfied when I hear that someone enjoyed using the software I helped create.

Experience

Cash App (Block Inc.)

Nov. 2021 - Present

Staff Software Engineer - IC7

- Technical lead for Web Design Systems on the Cash App Core Web Team.
 - Set a vision for and led the development of a design system infrastructure that automated generation of UI components and design artifacts to various client platforms (web, ios, android, etc) from a single source of truth.
 - Served as a technical leader across multiple web teams and projects across Cash App.
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UKG Inc.

Jun. 2021 - Nov. 2021

Sr. Principal Architect

- Driving user experience unification strategy across the product suite, especially after merge with Kronos and rebranding as a new combined company.
 - Help promote best practices and modern approaches to front end engineering across the organization.
 - Leveling up other engineers via mentorship, pair programming and leading by example as a hand-on architect.
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Newfold Digital

Nov. 2020 - Nov. 2021

Principal Staff Engineer

- Served on Technical Leadership Team at Bluehost focused on Frontend Architecture prior to Endurance Group International merging with Web.com.
 - Helped set the guidance for breaking up large react frontend monolith into a microfrontend architecture using webpack module federation and Nx monorepo tooling.
 - After aquisition and merging with Web.com, acted as a principal frontend expert in combining offerings from both legacy organizations and tech stacks into a new unified solution.
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UKG Inc.

Jul. 2016 - Jun. 2021

Sr. Software Architect

- Responsible for the entire "Product Experience" group at UKG which encompasses our Mobile/Web Front End platform, Design System / Component Library, and Cross-Cutting UI and backend services that are shared across products.
 - Architect for "UltiPro" mobile app, with over 5 million downloads in the app stores. This is UKG's flagship mobile app for their Pro HCM suite and integrates with all of our offerings.
 - Established and championed mono-repo strategy (Nx) for front end development at UKG which enables our dev teams to build and write code once and deploy to web or mobile app.
 - Mentoring and guiding other engineers on coding best practices as well as collaborating with teams across our diverse product domains.
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Ultimate Software, Inc.

Feb. 2015 - Jun. 2016

Technical User Experience Designer

- Work with modern front-end technologies to produce interactive prototypes capable of simulating user flows and support usability engineering studies.
 - Collaborate with UX designers, business managers, software engineers, researchers and architects to enable the design process, encourage productive dialog, and help the design team solve technical design problems as they arise.
 - Contribute toward the establishment and documentation of UX/UI patterns in the company style guide, while evangelizing best practices for front-end development across the development teams.
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Ultimate Software, Inc.

Nov. 2013 - Jan. 2015

Iteration Manager / Lead Process Engineer

- Utilized agile and kanban principles to get team operating at an optimal and sustainable pace.
 - Collaborate with product owners to determine priorities and accurately estimate size/turnaround time of features.
 - Remove impediments and serve the team to ensure both business and personal career goals are met.
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Ultimate Software, Inc.

Jan. 2012 - Nov. 2013

Software Engineer

- Developer on the Platform/Architecture Team
 - Responsible for building new framework features along with improving legacy code to increase quality, testability, performance, and scalability.
 - Utilizing Test Driven Development (TDD) approach to software development.
 - Conducted interviews/coding tests for prospective candidates seeking development positions.
 - Ultimate Software ranked #9 in the 100 Best Companies to Work For 2013 by Fortune Magazine.
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XS Web Solutions Corp

Jan. 2004 - Present

President / Consultant

- Provide software architecture consulting and development for small businesses and startups.
 - Helped take companies from proof of concept to fully cloud native architectures.
 - Promote infrastructure as code best practices for devops using tools like Terraform.
 - Experience with major cloud providers like GCP, AWS, and Azure as well as on-premise VMs and Docker.
 - Managed web hosting services for small business as well as providing guidance and advice for e-commerce, SEO, social media marketing, Wordpress, etc.
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SellYourGold.com

Apr. 2009 - December 2011

Senior Developer / DBA

- Design and development of multiple store front ends.
 - Developed custom backend administration for CRM, Reporting, and Business Operations.
 - Developed a secure web service API that provides business data and logic to store front ends.
 - Developed affiliate tracking and reporting system, including automated payments.
 - All development done on self-made PHP MVC Framework and ORM.
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ToughSportsLive.com

Feb. 2007 - Dec. 2007

Web Developer / DBA

- Design and development of database design to manage a subscription based online media product
 - Responsible for back-end and front-end development of company's web based media products
 - Conceptualization and development of an administrative web interface for client statistics and product management
 - Group planning of new Macromedia Flash based media products using the On2 Video Codec
 - Maintenance and User Interface improvements of network of HTML and Flash hybrid sites
 - Developed PHP web service for use by ActionScript based front end using amfPHP
 - Worked daily with: PHP, HTML, CSS, JavaScript, ActionScript (Flash), XML, MySQL
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Web Developer

- Created an embeddable web-based video player that could insert affiliate ads based on user profiles
 - Full stack development included managing database of thousands of visitors and hundreds of affiliates
 - Developed a CMS to manage from a top level perspective, as well as customer level perspective based on ACLs
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Education

Florida Atlantic University - Boca Raton, Florida

M.S., Computer Science — 2013

- Thesis on "Mobile Visual Search"
- Graduate studies sponsored by SNMREC/COET research grant
- Published paper for IMSA 2011 titled "[A Web-based Video Library and Annotation Framework for Marine Biology Surveys](#)"

B.S., Computer Science — 2009

Professional and/or personal references furnished upon request.

See my [LinkedIn Recommendations](#).

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