

Ammar Khurshid

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Software developer experienced in full-stack web development and web analytics

Experience

Software Engineer | [Sainsbury's](#) | July 2024 – Present | Remote, UK

- Drive product analytics across Sainsbury's, Argos, Habitat, and TU Clothing.
- Implement JavaScript marketing and analytics tags through Adobe Analytics and Tealium, enabling data-driven decision-making for stakeholders.
- Owned the end-to-end delivery of a CRM platform—from architectural design to production deployment (Next.js, Prisma, PostgreSQL) that helps manage sellers in a Jira-like web app. This tool saved the business **£300k** in subscription costs (build rather than buy).
- Winner of **Sainsbury's x Microsoft Hackathon** – built an AI-powered solution that went from prototype to working product, integrating multiple APIs across the business to demonstrate real customer value in 48 hours.
- *Tech – JavaScript, TypeScript, Next.js, React, Prisma, Postgres, Adobe Analytics, Tealium, AI, HTML, CSS*

Software Development Consultant | [Reply](#) | Sep 2023 – July 2024 | Manchester, UK

- Developed modular, reusable front-end components for enterprise clients, such as the Fresenius Group (Fortune 500), improving maintainability and reducing development time for new features.
- Built and optimised web solutions using JavaScript, HTML, CSS, Adobe Experience Manager (AEM) and Adobe Analytics, improving site functionality and data-driven insights.
- Awarded "**Rising Star**" for innovation and problem-solving, notably correcting a 30% analytics discrepancy for Nisbets, matching web analytics data with backend systems, and improving data accuracy.
- *Tech – React, JavaScript, Adobe Experience Manager, Adobe Analytics, Firefly, HTML, CSS*

Sr. Technical Product Consultant | [Adobe](#) | Feb 2022 – Aug 2022 | Noida, India

- Facilitated clients in implementing and optimising web implementations for Adobe Analytics.
- Analysed data extracted from Adobe Analytics to gain insights into customer spending behaviour and resolve outliers in reporting.
- *Tech - Adobe Analytics, JavaScript, HTML, CSS, SQL*

Developer | [ICICI Lombard](#) | Feb 2021 – Feb 2022 | Mumbai, India

- Developed Angular web apps encompassing over 50 data entry fields, facilitating the seamless management and data entry of 100,000+ clients for India's largest private insurer. These web applications issued and renewed health insurance policies.
- Rebuilt legacy applications to improve page load time, mobile responsiveness, and reduce API usage.
- *Tech - Angular, JavaScript, HTML, CSS, React*

Frontend Intern | **Viga Entertainment** | Jul 2020 – Dec 2020 | Remote, India

- Worked on developing a React web app (<https://www.moviecolab.com/>) to serve as a repository for tracking sequences and shots in movie production. The application hosts media files and enables interaction between a director and their production team.
- *Tech - React, JavaScript, HTML, CSS*

Education

M.Sc. Computing Science | 2022 - 2023 | University of Glasgow, UK

Programming, Human-Computer Interaction, Internet Technology, Web Science | *Grade – Distinction*

B. Tech Information Technology | 2017 - 2021 | Manipal Institute of Technology, India

Data Structures, Algorithms, Object-Oriented Programming | *GPA – 7.81/10*

Technical Skills

- JavaScript, HTML, CSS, React, Next.js, Node, SQL, Git, Adobe Analytics, Prisma, Postgres

Certifications

- Adobe Certified Developer – Adobe Analytics Professional
- Certified Scrum Master

Projects

MovieFlix - Dynamic Movie Recommendation Platform – <https://movieflix-next-delta.vercel.app/>

- A movie recommendation platform that allows users to log in, review movies, and curate watchlists based on customised recommendations.
- [GitHub](#)
- *Received an **A grade** in the MSc course at the University of Glasgow.*
- Tech - Next.js, React, Node, Express, PostgreSQL