

Professional Summary

Experienced Data Architect and Engineer with over a decade of expertise in designing and implementing scalable, efficient data systems. Specializing in transforming legacy systems into modern, data-driven architectures that enhance AI capabilities and support real-time decision-making. Proven track record of leading complex data projects that drive innovation, improve customer satisfaction, and maintain compliance with national and international standards.

Key Strengths

- Demonstrated experience in managing, architecting, and analyzing big data to develop data-driven insights and high-impact data models that drive business growth and innovation.
- Enhanced AI-driven decision-making processes at leading companies, resulting in better customer service and more effective business strategies.
- Successfully led data teams, fostering a culture of technical excellence and innovation.
- Spearheaded the development and execution of technical strategies, ensuring optimal integration of new technologies and methodologies.
- Contributed to the creation of a unified customer identity system that enhanced Adara's marketing capabilities, demonstrating your ability to deliver innovative solutions in complex data environments.
- Proficient in multiple cloud services (AWS, GCP, Azure), with a primary focus on GCP, and hands-on experience with cloud-native distributed systems like Snowflake and MPP databases.
- Designed and implemented enterprise-level, petabyte-scalable data stacks using cloud-native technologies such as AWS Redshift and Greenplum.
- Proficient in SQL, Python, Shell, and Java, with a specialized focus on data handling libraries, demonstrating versatility and depth in programming for data-intensive applications.
- Well-versed in software development best practices, encompassing Continuous Integration/Continuous Deployment (CI/CD) and Agile methodologies, ensuring efficient and adaptable development processes.
- Expert in implementing data governance frameworks that ensure data security, privacy, and adherence to industry standards, critical in regulated industries like insurance.
- Successfully led data projects across various sectors, including insurance, media, and technology, providing tailored solutions that meet specific industry needs.

WORK EXPERIENCE

Data Architect – Pasha Insurance

03/2024 – Present | Baku, Azerbaijan



- Leading a critical transformation of the company's data architecture, migrating from legacy systems to modern, scalable technology solutions, resulting in a **40% reduction in data processing time**.
- Enhancing data maturity and optimizing AI-driven decision-making processes, ensuring the company adheres to both national and international standards.
- Implemented robust data governance, security, and privacy practices, critical for maintaining customer trust in the insurance industry and which led to a **50% decrease in data errors** and improved overall data accuracy.

Senior Data Expert - Afiniti

02/2023 – 03-2024 | Istanbul, Turkey



- Spearheaded projects that dramatically improved customer service interactions, positively impacting millions of users worldwide.
- Managed the end-to-end architecture, analysis, and implementation of large-scale big data projects leveraging cutting-edge technologies to deliver high-impact data models and insights.

- Develop and maintain robust value chains, addressing the challenges of acquiring, evaluating, and distilling data from diverse sources, ensuring its value and effective utilization in critical decision-making processes.
- Proven ability to mentor and supports a team of data and backend engineers, guiding daily tasks and professional development.
- Collaborated closely with cross-functional teams, actively contributing to the development of assets, offerings, and thought leadership initiatives, fostering a culture of innovation and collaboration within the organization.
- Continuously refine data architecture strategies and methodologies, optimizing data storage, retrieval, and analysis processes to enhance overall data quality, performance, and accessibility.

Data Architect - Afiniti

02/2021 – 02/2023 | Pakistan & Turkey

- Implemented Apache Airflow and Spark, further optimizing data processing pipelines and enhancing the performance of AI-driven products like Afiniti-Decisioning.
- Led the migration from MySQL to Greenplum, reducing data processing time by **over 80%**, thereby enabling faster and more accurate AI-driven decisions. Managed, architected, and analyzed big data to develop data-driven insights and high-impact data models, driving business growth and innovation.
- Post-migration, the AI-driven platform saw a **25% increase in customer satisfaction scores** due to enhanced real-time decision-making capabilities.
- The improvements in AI performance and decision accuracy contributed to a **10% increase in revenue**.
- Created value chains to overcome challenges in acquiring, evaluating, and distilling data from multiple sources, ensuring its value and effective use in decision-making processes.
- Extracted strategic insights from diverse data sources, providing a competitive advantage by identifying trends, patterns, and actionable information.
- Collaborated with cross-functional teams, contributing to the development of assets, offerings, and thought leadership initiatives across the organization.
- Continuously refined data architecture strategies and methodologies to optimize data storage, retrieval, and analysis, enhancing overall data quality and accessibility.
- Employed advanced analytics techniques to support data-driven decision-making, facilitating the seamless integration of analytics into business processes.

Lead Data Engineer - Afiniti

10/2019 – 01/2021 | Lahore, Pakistan

- Developed automated, scalable batch data pipelines, enhancing data processing efficiency and reliability.
- Defined new processes, identified optimal tools and technologies for each project, and maintained data integrity through intelligent data sensors.
- Optimized and accelerated data flows to eliminate bottlenecks, collaborating with various teams to adapt to evolving client requirements.
- Developed scalable, distributed big data architectures and data pipelines for clients, providing end-to-end support using Talend.
- Implemented continuous software improvements by analyzing user data and translating insights into product enhancements using Python and Java.
- Deployed Enterprise BI tools, improving data processes and designing automation strategies that ensured high data quality.

Senior Data Engineer, EQWI/ Adara (Consultancy | Part-Time)

05/2022 – 03/2023 | Remote



- Played a crucial role in the development of the ID Graph project at Adara, a leading data-driven marketing company, by linking various data sources to create a unified view of customer identities. This project was instrumental in enabling the company to run more targeted and personalized marketing campaigns, which improved customer engagement and business performance.
- Established and maintained strict data privacy and governance standards, contributing to **zero compliance violations** during the project.
- Implemented data processing workflows on Google Cloud for both real-time and batch processing scenarios.

Senior Software Engineer, Business Intelligence - i2c inc.

02/2018 – 10/2019 | Lahore, Pakistan



- Collaborated with Project Managers, Business Analysts, and Developers on diverse projects to clearly define business needs, expectations, timelines, and execution methods, effectively communicating with various business groups.
- Provided data warehousing services to financial institutions using Ingres and PostgreSQL databases.
- Assisted in the design and implementation of data marts and data warehousing applications, extracting data from OLTP systems to staging areas using ELT, and loading data to target databases using ETL processes as per business requirements.

Data Analyst - Strategic Systems International

11/2016 – 02/2018 | Lahore, Pakistan



- Performed data transformations, including roll-up and drill-down analysis, interpreting and analyzing data trends using statistical techniques.
- Analyzed data from multiple sources, optimizing statistical efficiency and quality by developing data collection systems and filtering data to remove outliers.
- Scheduled and executed SSIS packages using SQL Server Agent for efficient data processing.
- Designed SSIS packages to extract data from various sources, such as Access databases, Excel spreadsheets, and flat files, loading data into destination databases for further analysis and reporting.

Database Developer - International Resources Group

08/2013 – 07/2016 | Islamabad, Pakistan



- Managed the planning and development of design and procedures for metrics reporting, ensuring accurate and insightful data representation.
- Created Stored Procedures, Triggers, Functions, Indexes, Views, Joins, and T-SQL code to support application development and optimization. Managed indexes and statistics, optimizing queries using execution plans for efficient database tuning.

CERTIFICATES

- Snowflake - SnowPro Core Certification
- Google Cloud Certified – Cloud Digital Leader
- Analyzing and Visualizing Data with Microsoft Power BI
- AWS Technical Professional
- Scrum Fundamentals Certified (SFC)
- Project Management Professional
- Data Engineering with Google Cloud Specialization
- Cyber Security Foundation Professional Certificate

EDUCATION

Masters in Information technology

03/2021 – 08/2023 | Işık University, Istanbul, Turkey

- Achieved a 100% scholarship based on entry test and performance during the interview process.
- Thesis Publication in the International Journal of Scientific and Engineering Research (IJSER), ISSN 2229-5518.

Bachelor of Engineering in Information & Communication Systems

09/2009 – 06/2013 | NUST, Islamabad, Pakistan

SKILLS

Python, Java, SQL, Bash Scripting, AWS, Google Cloud, BigQuery, Redshift, Greenplum, Pulumi, Git & GitOps, Docker, Kubernetes, Spark, Kafka, Airflow, Snowflake, MySQL, Postgres, Redis, MSSQL, MongoDB, Data/Delta Lakes, Project Management, LeadershipData Modelling, Data Warehousing, ETL/ELT, LookML, Talend, Pentaho, Knime, CICD, PubSub, ClickHouse, DataIKU, Data Architecture, Jira, DBT, Unit Testing, DevOps, Performance Tuning, Management, Mentor, Trainer, PowerBI, NoSQL, Agile, PL/SQL, Minio, Data Engineering, Database Design, Data Migration, Data Analytics, RabbitMQ, SSIS, SSRS, Distributed Systems.