

# REZA ANVARI

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## PROFILE

An agile enthusiast and an experienced front-end developer with a passion for UX design. Specialized in creating cross-browser and accessible HTML, modular JavaScript, unique UI and mobile user experiences. With a broad skill-set, able to multitask, improvise and take ownership to complete challenging tasks and timelines. Looking for a challenging UI/front-end development position in joining a team of like-minded developers where it is possible to utilize experience and interdisciplinary skills.

## WORK EXPERIENCE

### **Lead Front-End Engineer, Scrum Master**

March 2011 - Present

*Amadeus IT Group, Bad Homburg, Germany*

Leading a team of 10 front- and back-end developers to design and develop an administration UI and an API to manage business rules for travel agencies.

- Specified and designed the UI workflows based on working HTML/JavaScript prototype working with the stakeholders to ensure business goals
- Lead a team of 4 front-end developers in implementing the Admin UI as a single page web application based on dojo and backbone JavaScript frameworks using the MVC pattern
- Architect designing and implementing a generic form generator using XML, JavaScript and a RESTful API to offer a customizable UI to drastically reduce the efforts on change requests
- Created a new style guide and enforced coding standards, casper.js and selenium for UI testing
- Successfully set up a new agile mindset and adopted to an agile development process using SCRUM
- Optimized the development process by migrating from legacy issue tracking tools to Jira and Greenhopper
- Built excellent relationships to our product owners and proved myself as a trusted and coveted advisor in terms of user experience design and system architecture.

### **Senior Front-End Developer, UX Consultant**

October 2005 – February 2011

*As Contractor for multiple agencies, Germany*

Working as a leading UX and front-end consultant for multiple clients, designing and implementing of web-based front-end applications and mobile web apps, interacting on a daily basis with graphic designers, back-end developers and stakeholders.

#### **Major Projects:**

- **Audi**, Mobile Front-End Engineer – Designed and coded a mobile media library in HTML5 and CSS3 for product videos and brochures for integration in the native AudiMedia mobile app as webviews. Creating responsive landing pages for world premiere press live feeds, main focus on browser and device compatibility using HTML5, CSS3 and extensive performance optimization.
- **SAP**, Mobile Web Developer - Developed an innovative data entry method for SAP ERP to optimize the workflow for assembly line worker in an industrial production environment by offering a touch enabled input screen. Designed a touch optimized UI and implemented it as an IE webview in SAP using jQuery Mobile.

- **Sanofi-Aventis**, Lead GUI Engineer - Designed and implemented multiple modules for the internal enterprise CMS in PHP using Zend Framework. 28% rise in front-end performance by designing a RESTful API and implementing ajax interaction patterns. Cleanup the CMS generated HTML code of the B2C sites and to create gracefully degradable standards-based code in terms of accessibility and WCAG conformity.

### **Co-Founder and Lead Front-End Developer**

October 2003 – December 2011

*2Simple, Frankfurt, Germany*

Winner of a start-up competition in Frankfurt, Germany with the software “2Simple CarManager” - a CMS and dealer management application for small to mid-size car dealers.

- Created a USP in developing a one-click data export to the biggest selling platforms for used cars in Germany using .NET.
- Responsible for the UI design and lead of the front-end developer team in establishing version control system SVN, UI testing and automated deployment processes.
- Continuous optimizing the product usability and performance by hosting a yearly usability workshop with the key customers.

## SKILLS

Javascript (dojo, jQuery, backbone, casper), HTML5, CSS3 (SASS, Bootstrap, Foundation), PHP (Zend, Slim)

MySQL, MS SQL

Photoshop, Illustrator, Fireworks, Jira, Jenkins, Git, SVN, Mercurial

**Languages:** German (native), English (fluent), Farsi (intermediate), French (basic)

## EDUCATION

### **Graduate Media System Designer (Master of Science)**

University of Applied Sciences Darmstadt, Germany, 2003

### **Abitur (A-levels)**

Friedrich-Ebert Gymnasium Mühlheim, Germany, 1995

## QUALIFICATION

Certified Scrum Master, 2012

Microsoft Certified System Engineer (MCSE), 2004

## INTERESTS

Mobile app UX design and usability, product and interior design, retouching in Photoshop, travelling southern Europe

### **Permanent Resident (Green Card holder)**