

# Kamaldeep Sehmbey

Certified ScrumMaster® (CSM®) | Agile Practitioner

Proven track record of working on Agile Methodologies. Managed 4+ teams over the past 9 years. Long term practitioner, trainer and advocate of UX Architecture and UI Design Guidelines.

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Bangalore, India 📍

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## WORK EXPERIENCE

### On-boarding Lead - Red Hat Marketplace

IBM

11/2013 - Present

Bangalore, India

#### Achievements/Tasks

- Onboarding Providers (ISVs, partners), educating them on the tools and process, ensuring their success in listing their offerings
- Created a systematic process to track and manage velocity view for Drupal Migration across IBM. Developed the globalization plan and strategy
- Managed the deployment of 28k pages in 15 languages for 31 locales. Reduced deployment duration from 12 weeks to 2 weeks and project cost by 10% YTY
- Led a team of 9 WebSphere commerce experts to manage IBM Marketplace platform; coordinated with extended teams like Web & Digital Translations, Marketplace, and Product team
- Managed delivery of IBM products on Commerce platform; 233 offerings in 12 Markets on IBM Marketplace
- Reduced overall turnaround time by approximately 30%. Contributed towards 381% QtQ revenue increase.
- Created and re-defined web experience of ibm.com pages in support of digital transformation across IBM
- Crafted a framework of process & approach to re-design a micro-sites which guides a customer to a consistent experience and predetermined outcome
- Involved in creating EDMs for Nurture Campaign & Mobile App for CMOs
- Subject-matter expert of IBM design guidelines and standards. IBM Agile Champion, Trainer and Mentor

### Team Lead - Software Engineering

Accenture

08/2007 - 11/2013

Bangalore, India

#### Achievements/Tasks

- Led global UI and Visual Design team of 20 designers working across the globe
- Responsible for delivery management and coordination with clients and design team
- Involved in managing complete UI related development for Mattel brands e.g. American Girl, Hot Wheels, Fisher-Price and Hot Wheels
- Liaison with cross-functional teams and End Client for GUI related work, estimation and Planning
- Enabling User Experience (UX) Designers in production of screen mock-ups, storyboards, and/or working prototypes to emulate proposed application features and functionality
- Managed Incident and Change Management team and follow ITIL Standards
- Mentoring and guiding UI team members
- Monitoring and managing site development, optimisation, testing and regular site maintenance

### Web Developer

Tavant

07/2006 - 08/2007

Noida, India

Digital products and solutions company that provides impactful results across wide range of industries

#### Achievements/Tasks

- UI design for Web and Intranet Applications; Clientele: Elton John, Bob Marley, Guns N Roses
- Participated in website deployment activities built using Shell scripting in UNIX platform

## SKILLS

Project Management

Agile Methodologies

Training

UI Design

Documentation

Jira

Scrum

CSS

Digital Marketing

HTML

User Experience

Kanban

Hotjar

Drupal

Photoshop

Illustrator

inVision

Bootstrap

Accessibility

Brand Design

Prototyping

Wordpress

A/B Testing

Optimizely

JavaScript

Content Mgmt

## EDUCATION

### MBA (Systems)

Institute of Management Studies

06/2002 - 06/2005

Indore, India

### Advance Diploma in Multimedia

Arena Multimedia

09/1998 - 09/2000

Indore, India

## ACHIEVEMENTS

- Q3 Recognition Award (Q3-2020)
- Manager's Choice Award (Q2-2019)
- Manager's Choice Award (Q2-2017)
- Manager's Choice Award (H1-2015)
- Manager's Choice Award (H1-2014)

## CERTIFICATIONS

- Certified ScrumMaster® (CSM®)
- Agile Project Planning (PMI)
- IBM Agile Champion
- IBM Agile Explorer
- IBM Enterprise Design Thinking Practitioner
- IBM Mentor
- The Fundamentals of Agile and Scrum
- Certification in Web Design Concepts
- Agile Principles and Methodologies (PMI)