JUNAID MASOODI

ENTERPRISE UX & FRONT-END ARCHITECT · ENGINEERING LEADERSHIP · ACCESSIBILITY ADVOCATE

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PROFILE

Front-end leader with 14+ years across the full spectrum of the craft, from pixel-perfect UI components and accessibility-first design systems to high-stakes product demos that close enterprise deals leading front-end teams for the wider bitbase group, shaping how the company delivers digital products across markets. Specializes in where engineering meets storytelling: deep technical knowledge paired with the ability to communicate clearly in code, in design, and on stage. Certified in UX design (Google), front-end development (Microsoft), Drupal architecture (Acquia), and marketing (LinkedIn). Track Chair for DrupalCon Europe and a speaker across Europe, Asia, and North America. Client work spans Pfizer, Netflix, Microsoft, Bank of America, Tesla, AT&T, Starbucks, and H&M, with federal engagements under NDA.

EXPERIENCE

Front End Architect | bbg bitbase group GmbH *Mar 2023 – Present*

Germany - Remote

Front-end architecture across the group's client portfolio

- **Leads front-end teams for the wider bitbase group**, setting architecture and delivery standards across markets.
- **Performance engineering:** owns Core Web Vitals strategy, cutting load times across client properties.
- **Modular UI systems:** built scalable, reusable component libraries and design-system foundations adopted by multiple product teams.
- **Aligned delivery to German engineering standards** with code quality gates, accessibility conformance, and documentation as first-class deliverables.

Senior Demo Engineer | Acquia *Sep 2021 – Apr 2023*

Boston, Massachusetts, United States - Remote

- **Translated digital experience platform capabilities into live product narratives** for Fortune 500 enterprise clients, the bridge between engineering reality and buying decision.
- Built visionary demos integrating the full Acquia stack Drupal, CDP, Personalization, and DAM, supporting discovery, solutioning, and competitive deals.

Front-End Developer → Senior Front-End Developer | Acquia *Jan 2015 – Sep 2021*

New Delhi Area, India — 6 yrs 9 mos, progressing to senior and team lead scope

- **Architected accessible digital experiences for Fortune 500 and federal clients**, specializing in Section 508 and WCAG conformance; several engagements remain under NDA.
- **Managed front-end developer teams** and served as technical bridge to strategic partners and client engineering groups.
- Embedded accessibility into build pipelines and design systems rather than treating it as a post-launch audit; set front-end conventions, review standards, and mentoring practice.

Front-End Developer | Axelerant Technologies *Oct 2012 – Dec 2014*

Remote

- Moved into the open-source ecosystem on the Drupal stack; contributed to Red Hat's digital properties.

Technology Evangelist | Microsoft Corporation *Oct 2013 – Sep 2014*

Remote

- Worked on Internet Explorer 9 project beautyoftheweb.com.
- **Specialized** work in Microsoft Silverlight.
- Organized the largest DreamSpark event in India and contributed to Internet Explorer 9 launch programming; four years total with Microsoft including the Student Partner programme.

CERTIFICATIONS

Google UX Design Professional Certificate ..... Google

EF SET English Certificate 62/100 (C1 Advanced) ..... EF Set

Conduct UX Research and Test Early Concepts ..... Google

Acquia Certified Drupal 9 Site Builder ..... Acquia

Acquia Certified Site Studio Builder ..... Acquia

Acquia Certified Drupal 8 Developer ..... Acquia

Acquia Certified Front End Specialist ..... Acquia

LinkedIn Advertising Certifications ..... LinkedIn

LinkedIn Agile Foundations ..... LinkedIn

EDUCATION

Bachelor's, Information Technology - University of Kashmir ..... 2009 – 2012

CORE COMPETENCIES

Leadership ODC setup & scaling · hiring and mentoring · agile process design · distributed / follow-the-sun delivery · client and partner management

Accessibility WCAG 2.x · Section 508 · ARIA · accessibility reporting · assistive-technology testing · audits and remediation · inclusive design

Front-end JavaScript · HTML5 · CSS3 · Node.js · design systems & component libraries · Core Web Vitals · atomic design

Enterprise UX UX research · concept testing · content strategy · usability principles · product demo and solution storytelling

Platforms Drupal (themes, patches, contrib) · Acquia CDP, Personalization, DAM · headless / decoupled architectures · .NET and mobile delivery oversight

Emerging AI-powered digital products · enterprise AI adoption strategy · RAG on structured data · automated accessibility tooling evaluation

SPEAKING & COMMUNITY

- **Track Chair, Drupal Association** (Oct 2021 – present) — shaped the content agenda for DrupalCon Europe, one of the largest open-source web conferences globally.
- **Speaker:** DrupalCon Europe · DrupalCon North America (Baltimore 2017, Seattle 2019) · DrupalCon Dublin 2016 · Drupal GovCon, Washington D.C. 2018 · PHP Central Europe, Poland 2017 · DrupalCamp Manila 2016 · Adobe and Microsoft conferences.
- **Recent talks:** "Can AI Fix the Web? The Promises and Perils of 'Automated' Accessibility" · "Need for Web Accessibility during the Pandemic" · "Content Strategy and its Relation to UX Design" · "Design Principles for MVP."
- **State Head / Chapter Lead, C# Corner** (2015 – 2020) — grew the developer community across India. Founding member, **Open Source Srinagar**.
- **Drupal.org contributor** for 13+ years — patches, themes, issue queues, documentation; maintainer of the **Shade** project.