

SHOAIB AHMED QURAISHI

Lead SDET | Test Automation Architect

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PROFESSIONAL SUMMARY

QA Architect and Lead SDET with 12+ years of experience designing, scaling, and modernizing enterprise-grade test automation frameworks across Healthcare, Banking, Finance, and MarTech domains. Proven record architecting C#/.NET, Java, and TypeScript/Playwright-based frameworks for Web, API, Mobile, and Email/HTML validation, applying SOLID principles and reusable design patterns to keep frameworks maintainable at scale. Delivered measurable efficiency gains, including reducing full regression execution from 8 hours to 2 hours (75% faster) through parallelized test execution, and cutting mobile regression runtime to one-third by refactoring Appium automation across 3 Sauce Labs device licenses in parallel. Self-taught and hands-on with GenAI/LLM test evaluation using Promptfoo and DeepEval on live projects, with practical experience on both Selenium MCP Server and Playwright MCP Server; designed and built a Playwright MCP Server that records and plays back browser interactions and auto-generates BDD (Gherkin) test steps, exposing Playwright automation as Model Context Protocol tools for AI-agent-driven testing. Active contributor to pre-sales technical solutioning — built and demonstrated multiple automation POCs (C# Selenium, C# Playwright) as part of client proposals, and led an end-to-end Java + Playwright email validation framework with a JavaFX GUI audit tool, demoed to cross-functional stakeholder audiences. Skilled at leading distributed QA teams, mentoring SDETs, and embedding a shift-left, automation-first quality culture within Agile/Scrum delivery models. Currently pursuing M.Tech (Software Engineering) from BITS Pilani, WILP.

CORE COMPETENCIES

QA Architecture & Framework Design: Test Framework Architecture, C#/.NET Framework Design, Selenium C# Web Framework, Appium Mobile Framework, Page Object Model, Parallel Test Execution

Automation Languages & Frameworks: Java, C#, Python, TypeScript, JavaScript, Playwright, Selenium WebDriver, Appium, SpecFlow, BDD, AccelQ

Design Principles & Architecture Practices: SOLID Principles, OOP Design Patterns (Page Object Model, Factory, Singleton), Scalable & Maintainable Framework Design

API Test Automation: RestAssured, RestSharp, Refit, SOAP UI, ReadyAPI, Postman, Groovy, Web Services Automation

DevOps & CI/CD: Docker, Dockerfile Creation, Jenkins, GitLab CI/CD, Azure DevOps, Git, GitHub, Containerization

Cloud & Device Platforms: Microsoft Azure, AWS, Sauce Labs (Device Cloud), Cross-Browser & Cross-Device Testing

Performance Testing: JMeter

Accessibility & Quality Engineering: axe-core, WCAG 2.1 Compliance, HTML/Email Validation, Link & CTA Testing, Broken Image Detection

GenAI / LLM Test Engineering: Promptfoo (LLM evaluation, self-taught & hands-on), DeepEval (LLM test evaluation, self-taught & hands-on), LangChain, Selenium MCP Server, Playwright MCP Server Development, Model Context Protocol (MCP), Agent-Driven Test Automation

Pre-Sales & Client Engagement: POC Development (C# Selenium, C# Playwright), Client Proposals, Technical Solutioning, Stakeholder Presentations

Marketing Technology: Salesforce Marketing Cloud (SFMC), Email QA Automation, Email Audit Engine (incl. JavaFX GUI Tool)

Databases: SQL Server

Methodologies & Practices: Agile, Scrum, SDLC, STLC, Test Strategy & Planning, Team Mentoring & Leadership

Defect & Test Management: Jira, Azure DevOps (ADO), ALM

PROFESSIONAL EXPERIENCE

Test Lead Engineer — Acxiom

January 2026 – Present

Salesforce Marketing Cloud – Email Automation & Quality Engineering

- Leading automation strategy for Salesforce Marketing Cloud (SFMC) email campaigns, designing and building a Java + Playwright automation framework for end-to-end email HTML validation.

- Built and led a Java + Playwright email automation framework covering pre-deployment and post-deployment validation, and demoed the framework and results to the broader stakeholder/audience team.
- Designed and developed a JavaFX-based GUI tool for the Email Audit Engine, giving non-technical stakeholders a visual interface to trigger and review HTML integrity, link, CTA, and image-defect audits.
- Architected and developed proof-of-concept (POC) solutions for an automated Email Audit Engine, validating HTML structure integrity, hyperlinks, CTAs, and broken image detection across marketing email templates.
- Applied Promptfoo and DeepEval — through self-directed learning and hands-on use on live projects — to evaluate LLM-assisted validation logic within the automation pipeline, assessing accuracy, relevance, and hallucination risk.
- Worked hands-on with Selenium MCP Server and designed and built a Playwright MCP Server that records and plays back browser interactions and auto-generates BDD (Gherkin) test steps, exposing Playwright automation as Model Context Protocol tools for AI-agent-driven test execution.
- Integrated axe-core accessibility scanning into the automation pipeline to validate WCAG accessibility compliance for email HTML content, reducing manual accessibility review effort.
- Partnering with marketing technology, design, and development teams to define automated quality gates ahead of email campaign deployment.

QENTELLI SOLUTIONS PRIVATE LTD, HYDERABAD, INDIA

August 2019 – January 2026

- Contributed to pre-sales technical solutioning — built and demonstrated multiple automation POCs (C# Selenium, C# Playwright) to prospective and existing clients as part of proposal and capability-building exercises.

QA Architect — Client: Hilti | June 2024 – January 2026

- Architected a C#/.NET web automation framework built on Selenium C#, applying SOLID principles and standardized design patterns (Page Object Model) to keep the framework maintainable and reusable across multiple QA teams.
- Designed and built a Mobile automation framework using Appium and Sauce Labs, enabling scalable cross-device regression testing for iOS and Android applications.
- Implemented parallel test execution across the automation suite, reducing full regression run time from 8 hours to 2 hours (a 75% reduction).
- Refactored the C# Appium mobile automation suite to fully utilize all 3 available Sauce Labs device licenses in parallel, cutting mobile regression execution time to one-third of the original runtime.
- Defined framework architecture standards, led code reviews, and mentored QA engineers on automation best practices.

Technical Skills: C#/.NET, Selenium, Appium, Sauce Labs, Visual Studio, SpecFlow, BDD, GitLab, GitHub, Postman, Agile, Scrum

QA Automation Engineer — DevOps & CI/CD Integration — Client: Hilti | January 2023 – May 2024

- Integrated QA automation with DevOps practices, creating Dockerfiles for C#/.NET test automation projects to standardize and containerize execution environments.
- Led the QA project's integration into GitLab CI/CD, configuring automated build, test, and deployment pipelines to support continuous testing.
- Improved test execution consistency and portability across environments through containerization, reducing environment-setup issues.

Technical Skills: Docker, GitLab CI/CD, C#/.NET, Selenium, RestSharp, Git, Agile, DevOps

Lead SDET – Delivery — Client: Hilti | January 2022 – December 2022

- Led API test automation delivery and maintained quality gates for continuous deployment across enterprise applications.
- Drove automation requirement-gathering sessions and delivered scalable API automation solutions in partnership with cross-functional teams.
- Set up and maintained CI/CD pipelines in GitLab, configuring multi-stage pipelines for diverse test execution scenarios.
- Conducted framework reviews and improvement initiatives across API, UI, and Mobile automation suites.

Technical Skills: Restful APIs, RestSharp, C#, SpecFlow, Selenium, Appium, BDD, Visual Studio, GitHub, GitLab, Postman, Agile, Scrum, DevOps

Sr. Software Engineer / Lead SDET — Client: YPO (Young Presidents' Organization) | August 2019 – December 2021

- Identified, designed, and maintained test automation scenarios and services for the enterprise Connect application based on business requirements.
- Automated and maintained services within the Connect application, including UI and Salesforce (SF) integration testing; progressed from Sr. Software Engineer to Lead SDET.
- Managed Jenkins CI/CD pipelines and utilized JMeter for performance testing to ensure application scalability and quality.

- Executed smoke, functional, and regression testing cycles; logged and tracked defects in Azure DevOps (ADO), collaborating with developers to drive resolution.

Technical Skills: Restful APIs, C#, SpecFlow, Selenium, BDD, Visual Studio, GitHub, AcceIQ, Jenkins, Azure Cloud, SQL, Postman, Agile, Scrum, DevOps, JMeter

QA Automation Engineer

July 2018 – August 2019

- Defined test scenarios and automated services for the OnDemand product, developing Python automation scripts for the Python Dev Toolkit.
- Automated the R Plugin interface for the OnDemand product and conducted smoke, functional, and regression testing.
- Logged and tracked defects in Jira, collaborating with developers to resolve issues and prepared test strategies for backend job execution (e.g., Tellus).

Technical Skills: SOAP, Restful Services, ReadyAPI, Groovy, GitHub, Jira, R Automation, Web Services Automation, Python Automation, MATLAB

System Engineer – QA Automation

September 2016 – June 2018

- Developed Selenium and Java-based automation scripts for functional and regression testing across multiple production interfaces (Internet, Extranet, Mobile, IVR, backend jobs).
- Defined test scenarios, set up test data, and ensured deployment readiness across interfaces prior to test initiation; logged defects in ALM.

Technical Skills: Selenium, Appium, WebDriver, Java, SQL Server, ALM, Eclipse Mars

System Engineer – Functional QA

December 2015 – August 2016

- Identified test scenarios and coordinated with SMEs to define QA estimation and test strategy for backend job customizations across multiple interfaces.

Technical Skills: SQL Server, ALM, Windows Server environments

Automation Test Engineer

January 2015 – November 2015

- Built a SOAP-based automation framework and conducted REST API testing; utilized CA Lisa for service virtualization.

Technical Skills: SOAP UI 5.1, Groovy Scripting, SQL Server, CA Lisa

Test Engineer

April 2014 – December 2014

- Executed manual and XML-based test cases using SOAP UI; managed test data and defect logging in ALM for client-facing service integrations.

PROJECTS

Playwright MCP Server github.com/Shoaib7644/playwright-mcp-server

- Built and open-sourced a Model Context Protocol (MCP) server that records and plays back browser interactions and auto-generates BDD (Gherkin) test steps, exposing Playwright automation as callable tools for AI-agent/LLM-driven test creation and execution.

Email Audit Engine github.com/Shoaib7644/email-audit-engine

- Java + Playwright automation engine for marketing email QA — validates HTML integrity, hyperlinks, CTAs, and broken images, with a JavaFX GUI tool that lets non-technical stakeholders trigger audits and review results visually.

EDUCATION

M.Tech, Software Engineering — BITS Pilani, WILP (*In Progress*)

Bachelor of Engineering – Electrical Engineering Rungta College of Engineering and Technology | 2009 – 2013

LANGUAGES

English (Professional Proficiency) | Hindi (Native) | Urdu (Native)