

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 Playwright**-based frameworks for Web, API, Mobile, and Email/HTML validation, including a **Selenium C# web automation framework** and an **Appium + Sauce Labs mobile automation framework**. 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 to run across 3 Sauce Labs device licenses in parallel. Deep expertise in **API test automation** (RestAssured, RestSharp, Refit, SOAP UI), **DevOps/CI-CD integration** (Docker, GitLab CI/CD, Jenkins, Azure DevOps), and **accessibility/quality engineering** (axe-core, WCAG compliance). Currently driving automation strategy for **Salesforce Marketing Cloud** email QA, including POC development for an automated email audit engine covering HTML integrity, links, CTAs, broken images, and accessibility scans. Skilled at leading distributed QA teams, mentoring SDETs, and embedding a shift-left, automation-first quality culture within Agile/Scrum delivery models.

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, Playwright, Selenium WebDriver, Appium, SpecFlow, BDD, AccelQ

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

Marketing Technology: Salesforce Marketing Cloud (SFMC), Email QA Automation, Email Audit Engine POCs

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

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.
- Architected and developed **proof-of-concept (POC) solutions for an automated Email Audit Engine**, validating HTML structure integrity, hyperlinks, CTAs (call-to-action buttons), and broken image detection across marketing email templates.
- 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.
- Driving an automation-first, shift-left QA strategy to reduce manual regression cycle time for high-volume email validation.

QENTELLI SOLUTIONS PRIVATE LTD, HYDERABAD, INDIA

August 2019 – January 2026

QA Architect — Client: Hilti

June 2024 – January 2026

- Architected a **C#/.NET web automation framework** built on **Selenium C#**, standardizing design patterns (Page Object Model) and reusable components adopted 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, AccelQ, 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.

EDUCATION

Bachelor of Engineering – Electrical Engineering

Rungta College of Engineering and Technology | 2009 – 2013

LANGUAGES

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