

# Abilashkar Bhaskaran

Lead Quality Engineer | QA Automation | Playwright | Selenium | Salesforce Marketing Cloud | CI/CD

+91-9677894213 @ b.abilashkar@gmail.com www.linkedin.com/in/abilashkar-bhaskaran www.abilashkar.com  
Bengaluru

## SUMMARY

Result-driven Lead Quality Engineer with 12+ years of experience in **Quality Engineering, Test Automation, and Salesforce Marketing Cloud (SFMC)** validation across **Healthcare, Retail, Airline, and E-commerce** domains. Proven expertise in designing, implementing, and scaling enterprise automation frameworks using **Playwright, WebDriverIO, Selenium, Appium, Tosca, and Cucumber BDD**. Highly skilled in leading cross-functional QA teams, defining robust test strategies, driving quality governance, and delivering high-quality solutions across Web, Mobile, Desktop, POS, and SFMC platforms.

Certified Salesforce AI Specialist and Agentforce Specialist with expertise in leveraging GitHub Copilot and AI-assisted testing practices to improve test coverage, accelerate CI/CD pipelines, and enhance software quality. Strong experience in Agile delivery, stakeholder management, release readiness, defect triage, risk assessment, root cause analysis, and continuous quality improvement.

## CORE CERTIFICATIONS

- Salesforce Certified AI Specialist
- Salesforce Certified Agentforce Specialist
- Salesforce Certified Marketing Cloud Administrator
- Salesforce Certified Marketing Cloud Email Specialist

## EXPERIENCE

### Senior Software QA Lead

#### TAKEDA PHARMACEUTICAL COMPANY

11/2024 - Present Bangalore, India

- Lead end-to-end QA governance, test strategy, test planning, and release readiness activities for global healthcare programs spanning Marketing, CRM, and Product teams.
- Architect, implement, and scale automation frameworks across Web and Mobile platforms using Playwright, WebDriverIO, Selenium, Appium, and Tosca, improving automation coverage, regression efficiency, and software quality.
- Drive functional, regression, integration, and user acceptance testing (UAT) for Salesforce Marketing Cloud (SFMC) initiatives, including Journey Builder, Automation Studio, Data Extensions, and CRM integrations, supporting 50+ successful campaign releases.
- Introduced GitHub Copilot and AI-assisted testing practices to accelerate test case creation, automation development, and test data generation, enabling faster delivery cycles and improved team productivity.
- Collaborate with global stakeholders, Product Owners, Developers, and Business teams to manage defect triage, root cause analysis, risk assessment, quality metrics, and release sign-off activities.
- Support CI/CD delivery pipelines, quality engineering practices, test automation adoption, and continuous quality improvement initiatives across enterprise healthcare solutions.

## SKILLS

### Automation & AI

Playwright WebDriverIO

Selenium WebDriver Appium

Tosca Cucumber BDD

GitHub Copilot

AI-Based Test Case Generation

### Salesforce Ecosystem & Project Management

Salesforce Marketing Cloud (SFMC)

Journey Builder Automation Studio

Data Extensions Email Studio

JIRA Confluence TestLink

Agile Scrum Defect Triage

Release Readiness

### Programming-Frameworks & DevOps- CI/CD

Java Javascript Groovy Ruby

Jenkins Git GitHub Actions

CI/CD

### Legacy & Desktop Testing

Sikuli Ranorex Robotium

Capybara Galen Framework

## EXPERIENCE

---

### Consultant

#### Deloitte USI

📅 03/2021 - 11/2024 📍 Bangalore, India

- Led an Agile QA team of 8 members (Automation and Manual Test Engineers) delivering high-quality Web, Mobile, and Salesforce Marketing Cloud (SFMC) solutions across multiple enterprise programs.
- Designed, developed, and maintained scalable automation frameworks using WebDriverIO, Appium, Cucumber BDD, and Selenium, enabling automated functional, regression, and end-to-end testing.
- Automated 500+ test cases and integrated test execution into Jenkins CI/CD pipelines, reducing manual regression effort by 40% and improving release efficiency.
- Defined test strategies, test plans, test data management approaches, and release readiness criteria to ensure successful delivery of business-critical applications.
- Collaborated with Product Owners, Developers, Architects, and Business Stakeholders to perform requirement analysis, risk assessment, defect triage, and root cause analysis throughout the software development lifecycle.
- Established QA best practices, conducted automation code reviews, and mentored team members to improve automation standards, test coverage, and engineering quality.
- Supported 100+ production releases through quality engineering practices, quality metrics reporting, release validation, and continuous process improvement initiatives.
- Provided quality dashboards, defect analytics, and executive-level reporting to senior leadership and Center of Excellence (COE) stakeholders, enabling informed release decisions and risk mitigation.

---

### Test Analyst

#### IBS Software

📅 01/2019 - 02/2021 📍 Thiruvananthapuram, India

- Led end-to-end test automation initiatives for airline and cargo management applications supporting global aviation customers.
- Designed and developed automation frameworks using Selenium WebDriver and Cucumber BDD for airline reservation, cargo, and travel management systems.
- Built Appium-Selenium based automation solutions for ANA Airlines (SPICA) web, iPad, and mobile applications.
- Supported automation and quality engineering activities for Etihad Airways web applications.
- Engineered desktop automation frameworks using Sikuli and Ranorex to automate complex business workflows and improve testing efficiency.
- Collaborated with Product Owners, Developers, and Business Stakeholders to define test strategies, execute regression testing, and ensure release readiness.

## EDUCATION

---

### Bachelor of Engineering (Computer Science and Engineering)

#### Karpagam Institute of Technology

📅 2009 - 2013

## EXPERIENCE

---

### Test Analyst

#### Infosys

📅 12/2016 - 12/2018 📍 Thiruvananthapuram, India

- Developed and maintained web and mobile automation frameworks using Selenium WebDriver, Appium, and Perfecto for leading retail and cosmetics brands.
  - Delivered automation solutions for MAC Cosmetics and ULTA Beauty across Web, Mobile, POS, and SAP platforms.
  - Performed functional, regression, integration, and User Acceptance Testing (UAT) to ensure application quality and business compliance.
  - Supported POS and SAP testing initiatives for retail order fulfillment, inventory management, and packaging workflows.
  - Worked closely with Agile teams to manage defect lifecycle activities, release validation, and production readiness testing.
- 

### Engineer

#### Aspire Systems

📅 07/2016 - 12/2016 📍 Chennai, India

- Developed automation frameworks and test scripts for Macy's retail applications using Selenium WebDriver and Cucumber BDD.
  - Supported Stella backend configuration and validation activities for enterprise retail platforms.
  - Integrated automated test suites with Jenkins CI pipelines to support continuous integration and continuous testing.
  - Collaborated with cross-functional teams to deliver high-quality retail and e-commerce solutions.
- 

### Test Engineer

#### Photon

📅 02/2014 - 07/2016 📍 Chennai, India

- Developed Web and Mobile automation solutions using Selenium WebDriver, Robotium, Groovy, and Capybara for global retail and e-commerce clients.
- Delivered automation testing for American Eagle, JCPenney, Darden Restaurants, L'Oréal Paris, and Best Buy digital commerce platforms.
- Implemented responsive UI validation using Galen Framework for Macy's web applications.
- Built and maintained Cucumber BDD automation frameworks for Lincoln Financial Group (LFG) and participated in solution demonstrations for JP Morgan Chase and Best Buy engagements.