

# Jafar Sadique *KK*

جعفر صادق

**Transportation Specialist at Amazon.** I track linehaul shipments across five countries and use AI tools to take manual work off my team.

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Chennai, India

1,100+

hours a year saved by automations I built with AI

1,000+

NOC staff use my break-alert extension

2025

Founders Award, Amazon

## 01 ABOUT

Most of my job is catching delays early, getting the right people on them, and changing the plan before customers notice.

I run track-and-trace for Amazon linehaul across the UAE, Saudi Arabia, Egypt, Türkiye and South Africa, in a 24/7 NOC. A lot of that work was manual. I'm not a developer: I find the bottleneck, work out the fix, and use AI tools to build it. Those tools are now used by 40+ people and save about 1,100 hours a year.

Before this I spent nearly four years on the Alexa team in Arabic translation, QA and process improvement, where I earned my Lean Yellow Belt. I'm currently doing an MBA in Operations & Supply Chain at Jamia Hamdard.

## 02 SELECTED WORK

i.

### Faster incident handling

#### PROBLEM

Handling network incidents meant a lot of repetitive data entry before anyone could work the actual problem.

#### WHAT I DID

Mapped the steps and automated the repetitive parts with AI tools, for 40+ people in 3 countries.

71%

faster response, across 1,564 incidents a year

ii.

### Delay detection and fleet reports

#### PROBLEM

Spotting unaddressed delays meant checking live trip data by hand, and the next-day dark store fleet report was built manually for three countries.

#### WHAT I DID

Built Excel macros with AI help that pull the trip data, flag delays and produce the report for UAE, KSA and Egypt.

92%

less processing time

iii.

### Break-alert extension

#### PROBLEM

In a 24/7 NOC, break adherence relied on people watching the clock, and missed returns left gaps in coverage.

#### WHAT I DID

Created a browser extension with AI tools that alerts staff in real time when their break ends.

1,000+

staff using it; break violations down to zero

## 03 EXPERIENCE 2024 to now

### Transportation Specialist

Amazon · UAE, KSA, Egypt, Türkiye, South Africa · Remote

- Monitor linehaul shipments in a 24/7 NOC; flag docking, departure and arrival delays and coordinate the response with stakeholders.
- Prepare daily, weekly and monthly performance reports used in business reviews.
- Regional subject-matter expert; trained 20+ new team members.
- Automated with AI tools the work described under Selected work, plus several end-of-day reports (from 15 to 30 minutes down to 2 to 3 each).

|              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2020 to 2024 | <b>Translation Associate, Alexa Skills</b><br>Amazon India · Bengaluru · Dec 2020 to Aug 2024 <ul style="list-style-type: none"> <li>Owned Arabic QA: led a 4-round user acceptance test of the Arabic templates, fixing language, formatting and link errors before rollout. Flagged 116 defects, including 21 Sev1/Sev2, and re-audited 82 skills.</li> <li>Prepared data for weekly, monthly and quarterly business reviews; fixed timezone mismatches so the San José and Bangalore teams reported the same numbers.</li> <li>Proposed an automated weekly report that the BI team built into a dashboard, saving about 1,600 hours a year.</li> <li>Closed about 1,500 skill review cases and served as the point of contact for root-cause analysis.</li> <li>Onboarded new auditors and support engineers; drew the case-handling workflow diagrams later used in training.</li> </ul> |
| 2020         | <b>Translator &amp; Content Specialist</b><br>Pentacodes IT Solutions, UAE · May to Oct 2020 <ul style="list-style-type: none"> <li>Translated social media ad copy between Arabic and English, adapting tone for regional campaigns, and proofread campaign content on tight deadlines.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 2018 to 2019 | <b>Exam Assistant</b><br>Coordination of Islamic Colleges (CIC), Kerala <ul style="list-style-type: none"> <li>Ran exam preparation, coordinated external moderation of papers and helped build exam timetables and the academic calendar.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

|                |                           |         |                                      |      |
|----------------|---------------------------|---------|--------------------------------------|------|
| 04 RECOGNITION | Awards                    |         | Certifications                       |      |
|                | Founders Award<br>Amazon  | 2025    | Fundamentals of Generative AI<br>AWS | 2025 |
|                | Innovator Award<br>Alexa  | 2023    | Lean Yellow Belt<br>Amazon ALFA L2   | 2023 |
|                | Extra Mile Award<br>Alexa | 2023    | Lean White Belt<br>Amazon ALFA L1    |      |
|                | Spot Awards<br>Amazon     | Several |                                      |      |

|              |                                                                            |             |
|--------------|----------------------------------------------------------------------------|-------------|
| 05 EDUCATION | MBA, Operations & Supply Chain<br>Jamia Hamdard University, New Delhi      | In progress |
|              | MA, English Language & Literature<br>Annamalai University                  | 2024        |
|              | MA, Arabic Language & Literature<br>English & Foreign Languages University | 2021        |
|              | BA, English Language & Literature<br>University of Calicut                 | 2016        |
|              | Diplomas in Functional Arabic and Urdu<br>Ministry of HRD, Govt. of India  | 2012, 2016  |

|           |             |                                                                                                                        |
|-----------|-------------|------------------------------------------------------------------------------------------------------------------------|
| 06 SKILLS | Operations  | Linehaul track and trace, disruption management, stakeholder communication, performance reporting, root-cause analysis |
|           | Improvement | Lean (DMAIC, value stream mapping, FMEA, Kaizen), AI-assisted automation, process mapping                              |
|           | Tools       | Generative AI tools, Excel, BI dashboards, Visio                                                                       |
|           | Languages   | English, Arabic, Urdu, Malayalam (native)                                                                              |