

Haider Ali

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Experience

Lead Software Developer **dcfulfillment - Desertcart** **April 2018 - Present**

- Initiated and established dcfulfillment, a service to offer comprehensive warehouse solutions, e.g. storage, inventory and order management, packing and delivery to third-party e-commerce platforms

Software Developer **Desertcart** **April 2018 - November 2021**

- Served as a full-stack developer, handling feature development, bug resolution, maintenance, architectural decisions, reviewing pull requests. Contributed to the company's growth into a global e-commerce marketplace.
- Implemented a Cash On Delivery checkout system, resulting in a 20% weekly increase in company sales in the UAE.
- Implemented integration with over 20 courier APIs to facilitate shipping, tracking, and delivery of parcels to 160 countries. This integration has proven to be cost-effective by optimizing routes.
- Created the Plus Membership feature, a recurring shipping subscription fee for customers, It boasts to over 2 million users.
- Designed, implemented and scaled HATEOAS driven REST APIs for mobile and front end apps
- Implemented order processing pipeline at company warehouses to process order picking, packing, and delivering. Integrated scanners, printers, third-party courier and shipping services APIs to automate workflow
- Implemented a flexible multi-channel notification module for mobile apps to improve user retention
- Refactored the large monolithic code base, introduced robocop linting, service, and query objects to enhance code readability and maintainability. Added a code integration (CI) check to test coverage for newly added code

Software Engineer **1st4connect** **September 2015 - April 2018**

- A workflow management and communication tool designed for schools management, parents and students. Engaged as a developer and took on the responsibility for pivotal architectural and technology decisions. student-alert.com
- Worked on Field Zipper, a location-based mobile resource management tool that provides businesses with the ability to locate, monitor, and communicate with their mobile field workers fieldzipper.com
- Worked on Infrastructure as code solution to orchestrate and scale staging and production environments

Web Developer **Voidlabs** **March 2014 - August 2015**

- Developed and Deployed online web apps using Ruby on Rails, Angular JS and PostgreSQL catholicsspeakers.com

Software Engineer **SMSall (Startup)** **June 2013 - Feb 2014**

- Worked on a mobile social network platform, serving as a back-end developer tasked with constructing a real-time chatting application server and exposing APIs to mobile clients. smsall.pk
- Customized open source Tigase XMPP implementation for authentication, buddy list, and message delivered features

Entrepreneurship

- **ItemFinder.io:** E-commerce search engine to find products on the internet, filter discounts and price range itemfinder.io
- **Clippost.io:** Schedule video tweet threads on Twitter using YouTube, Instagram and TikTok videos
- **Tweelerts:** Location based tweets search and notifications Tweelerts

Certification

- **AWS Certified Developer - Associate:** Proficiency in core AWS services e.g. EC2, ECS, RDS, SQS and Elastic Beanstalk, etc.
- **RU201 RediSearch:** Querying, Indexing, and full-text in memory Search for Redis
- **AWS Knowledge Serverless:** AWS Lambda, Amazon API Gateway, DynamoDB, and designing serverless applications

Education

BS(CS) **NUCES-FAST (Lahore)** **Sep 2009 - July 2013**

- **Key Courses:** Object Oriented Programming, Data Structures, Computer Architecture, Algorithm Analysis, Information Retrieval, Distributed Systems, Artificial Intelligence, Compiler Construction, Cloud Computing

Skills

- **Languages:** Ruby, Javascript, Java, Python, PHP, SQL
- **Databases:** MySQL, PostgreSQL, SQLite, Redis, Amazon RDS, Amazon DynamoDB
- **Frameworks:** Ruby on Rails, ReactJS, Django, Scrapy, CakePHP, NodeJS, StimulusJS

Activities

- Reading Engineering blogs, training LLMs for different business use cases and writing my thoughts at haidrali.com
- [smartystreets-ruby-sdk](https://github.com/haiderali/smartystreets-ruby-sdk) and [sidekiq_locale](https://github.com/haiderali/sidekiq_locale) are my major open source contributions