Haider Ali

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Experience

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

- Successfully integrated HubSpot to facilitate seamless data synchronization between the database and CRM.
- Launched and developed dcfulfillment, a complete warehouse solutions service that provides storage, inventory, and order management, packing, and delivery for 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 *catholicspeakers.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 authroization, buddy list, and message delivered features

Entrepreneurship

- **InvitePlus:** Employee Onboarding and Offboarding software getinviteplus.com
- **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

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 (ReactJS, Vite, Typescript), Java, Python, PHP, SQL
- **Databases:** MySQL, PostgreSQL, SQLite, Redis, Amazon RDS, Amazon DynamoDB
- **Frameworks:** Ruby on Rails, ReactJS, Django, Scrapy, CakePHP, NodeJS, StimulusJS, Supabase

Activities

- Reading Engineering blogs, training LLMs for different business use cases and writing my thoughts at haidrali.com
- smartystreets-ruby-sdk and sidekiq locale are my major open source contributions
- I document daily challenges, refine them into MVPs on weekends then design, develop, and ship every other weekend.