

# Haider Ali

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## Experience

<b>Lead Software Developer</b>	<b>dcfulfillment - Desertcart</b>	<b>April 2018 - Present</b>
<ul style="list-style-type: none"><li>Developing an AI-driven call automation platform handling support, sales, and scheduling through inbound/outbound call management, system integration, and automated actions including transfers, escalations, and follow-ups</li><li>Integrated HubSpot to enable seamless data synchronization between database and CRM systems</li><li>Launched dcfulfillment, a comprehensive warehouse solution providing storage, inventory management, order processing, and delivery services for third-party e-commerce platforms</li><li>Built an automated system to scrape Instagram e-commerce stores, extract product data, organize content into projects, and export listings to Shopify and Zid Store</li></ul>		
<b>Software Developer</b>	<b>Desertcart</b>	<b>April 2018 - November 2021</b>
<ul style="list-style-type: none"><li>Led full-stack development, handling feature implementation, bug resolution, architectural decisions, and code reviews, contributing to company growth as a global e-commerce marketplace</li><li>Implemented Cash On Delivery checkout system, increasing company sales in the UAE by 20% weekly</li><li>Developed Plus Membership feature with recurring shipping subscription fees, now serving over 2 million users</li><li>Designed and scaled HATEOAS-driven REST APIs for mobile and frontend applications</li><li>Built order processing pipeline for warehouse operations including picking, packing, and delivery, integrating scanners, printers, and third-party shipping services</li><li>Developed flexible multi-channel notification system for mobile apps to enhance user retention</li><li>Refactored monolithic codebase, implementing RuboCop linting, service objects, and query objects to improve code quality and maintainability, with CI checks for test coverage</li></ul>		
<b>Software Engineer</b>	<b>1st4connect</b>	<b>September 2015 - April 2018</b>
<ul style="list-style-type: none"><li>Led development of a workflow management and communication tool for school administration, parents, and students, making key architectural and technology decisions <a href="http://student-alert.com">student-alert.com</a></li><li>Developed Field Zipper, a location-based resource management tool enabling businesses to locate, monitor, and communicate with mobile field workers <a href="http://fieldzipper.com">fieldzipper.com</a></li><li>Implemented infrastructure-as-code solutions to orchestrate and scale staging and production environments</li></ul>		
<b>Web Developer</b>	<b>Voidlabs</b>	<b>March 2014 - August 2015</b>
<ul style="list-style-type: none"><li>Developed and deployed web applications using Ruby on Rails, AngularJS, and PostgreSQL <a href="http://catholicspeakers.com">catholicspeakers.com</a></li></ul>		
<b>Software Engineer</b>	<b>SMSall (Startup)</b>	<b>June 2013 - Feb 2014</b>
<ul style="list-style-type: none"><li>Built backend for a mobile social network platform, developing real-time chat server functionality and RESTful APIs for mobile clients <a href="http://smsall.pk">smsall.pk</a></li><li>Customized open-source Tigase XMPP implementation for authorization, buddy list management, and message delivery verification</li></ul>		

## Entrepreneurship

- InvitePlus:** Employee onboarding and offboarding platform automating IT access provisioning and workflow management
- ItemFinder.io:** E-commerce search engine aggregating products across platforms with discount and price range filtering
- Clippost.io:** Scheduling tool for video tweet threads on Twitter using YouTube, Instagram and TikTok content

## Education

<b>Bachelor of Computer Science (BCS)</b>	<b>NUCES-FAST (Lahore)</b>	<b>Sep 2009 - July 2013</b>
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## Skills

- Languages:** Ruby, JavaScript (TypeScript, Vanilla), Java, Python, PHP, SQL
- Frameworks:** Ruby on Rails, ReactJS, Vite, NextJS, React Native, Django, Scrappy, NodeJS, StimulusJS, Supabase
- Databases:** MySQL, PostgreSQL, SQLite, Redis, Amazon RDS, Amazon DynamoDB
- DevOps:** AWS (AWS Developer Associate Certification), GCP, Terraform, CloudFormation, Heroku, Vercel, Docker

## Activities

- Stay updated on AI and tech trends, explore engineering blogs, read trending posts on HN, and share insights on [haidrali.com](http://haidrali.com)
- Open source contributions to [smartystreets-ruby-sdk](https://github.com/smartystreets/ruby-sdk), [faker](https://github.com/faker), and [sidekiq locale](https://github.com/sidekiq/locale)
- I document daily challenges, refine them into MVPs on weekends, then design, develop, and ship every other weekend.