

Haider Ali

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Experience

Full-Stack Engineer **Pango (Sweden)** **November 2025 - Present**

- Engineered a Shopify app that integrates 15 carriers into a unified tracking and returns interface for merchant storefronts
- Built the carrier availability and pickup-point integration powering an A/B checkout experimentation system for Shopify merchants, enabling tests on real-time delivery options to optimize conversion
- Working on AI based carrier-selection tool that turns historical shipment events into per-shipment carrier recommendations

Lead Software Developer **Desertcart (UAE)** **April 2018 - October 2025**

- Built a HubSpot integration enabling real-time data synchronization between the database and CRM
- Built an automation that scrapes Instagram e-commerce stores and exports product listings to Shopify and Zid merchant stores
- Launched dcfulfillment, a warehouse management solution covering storage, inventory, order processing, and delivery for e-commerce platforms
- Integrated 30+ shipping carriers (Gulf, Europe, US) for shipment creation, updates, and end-user tracking

Software Developer **Desertcart (UAE)** **April 2018 - November 2021**

- Led full-stack development, handling feature implementation, bug resolution, architectural decisions, and code reviews, contributing to company growth as a global e-commerce marketplace
- Implemented Cash On Delivery and Bank Deposit checkout options, increasing company sales in the UAE by 20% (first month)
- Developed Plus Membership feature with recurring shipping subscription fees, now serving over 2 million users
- Designed and scaled HATEOAS-driven REST APIs for mobile and frontend applications
- Built order processing pipeline for warehouse operations including picking, packing, and delivery, integrating scanners, printers, and third-party shipping services
- Refactored monolithic codebase, implementing RuboCop linting, service objects, and query objects to improve code quality and maintainability, with CI checks for test coverage

Software Engineer **1st4connect (Pakistan)** **September 2015 - April 2018**

- Led development of a workflow management and communication tool for school administration, parents, and students, making key architectural and technology decisions student-alert.com
- Developed Field Zipper, a location-based resource management tool enabling businesses to locate, monitor, and communicate with mobile field workers fieldzipper.com

Web Developer **Voidlabs (Pakistan)** **March 2014 - August 2015**

- Developed and deployed web applications using Ruby on Rails, AngularJS, and PostgreSQL catholicspeakers.com

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

- Built backend for a mobile social network platform, developing real-time chat server for mobile clients smsall.pk
- Customized open-source Tigase XMPP implementation for authorization, buddy list, and message delivery verification

Entrepreneurship

- **Tablr.io**: A B2B SaaS turning multi-platform customer reviews into AI-generated, actionable insights for hospitality businesses.
- **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

Bachelor of Computer Science (BCS) **NUCES-FAST (Lahore)** **Sep 2009 - July 2013**

Skills

- **Languages**: Ruby, JavaScript (TypeScript, Vanilla), Java, Python, PHP, SQL
- **Frameworks**: Ruby on Rails, ReactJS, Vite, NextJS, React Native, Django, Scrapy, NodeJS, StimulusJS, Laravel
- **Databases**: MySQL, PostgreSQL, SQLite, Redis, Amazon RDS, Amazon DynamoDB
- **DevOps**: AWS (AWS Developer Associate Certification), GCP, Terraform, CloudFormation, Heroku, Vercel, Docker
- **AI**: LLM integration, prompt engineering AI-assisted/agent development (Cursor, Claude Code)

Activities

- Stay current on AI through Hacker News, X, and follow leading AI and engineering blogs; write at haidrali.com