

Ali Najafi (Data Engineer)

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SUMMARY

Results-driven data engineer with +9 years of experience building scalable data pipelines and analytics solutions using Big Data technologies like Spark, Kafka, and Redshift across diverse industries such as e-commerce, fintech, and AI. Certified AWS Data Engineer and passionate about optimizing data architecture and workflows to drive business decisions through data-driven insights.

TECHNICAL SKILLS

- Spark, Flink, Kafka, KSQL, SQL
- Airflow, dbt Cloud, Fivetran
- Python, Java
- Redshift, BigQuery, Snowflake
- MongoDB, Redis, PostgreSQL
- PowerBI, QuickSight, Looker Studio
- Certificates:**
 - AWS Certified Data Engineer Associate DEA-C01 (Nov 2024)
 - Snowflake Hands-On Essential Data Warehousing (Nov 2023)

PROFESSIONAL EXPERIENCES

Senior Data Engineer (LEVADA Trading)

Dubai, UAE (Feb 2023 – Present)

Levada is a trading company that specializes in selling products on Amazon, Noon, and wholesale.

- Develop 5 web crawlers and 7 Python/Spark data pipelines to collect/track competitors' data from Amazon and ingest them into S3 data lake and Redshift, resulting in a 40% increase in sales.
- Established data models and +10 ETLs with Airflow, dbt core, and SQL for BI tools and historical analytics.
- Streamlined data architecture, reduced costs by 35%, and increased agility.
- Implemented 4 recommendation systems that reduced product inventory age by 25% and restocking delay by 15%.
- Led the development of an analytics dashboard for company partners using Flask, Jinja, and PostgreSQL.

Data Engineer (blu Bank)

(Feb 2022 - Feb 2023)

blu-Bank is the leading neo-bank with +10M users.

- Root-caused consistency issues in real-time pipelines from 8 Kafka Streams into PostgreSQL, MongoDB, and ElasticSearch; and batch job in Airflow.
- Designed a unified data model and developed a service to collect and aggregate 9 API call logs into Kafka and the data warehouse (Oracle) using Faust-Streaming.
 - Enabled data utilization across 6 internal teams. Resulted in a 16% financial improvement.
- Developed a service for the marketing team that could store 2M messages in an Oracle table in 10 sec. Mentored a new Data Engineer to ensure a smooth handover of the service.
- Coordinated meetings with all stakeholders, leaders, and CTO; Conducted 3 data flow diagrams for data sources.

Data Engineer (Exa Lab)

(Aug 2020 - Feb 2022)

Exa is an AI (NLP) platform designed to analyze competitors and clients on Twitter and in news articles.

- Developed an engine to filter data streams in Kafka (SLA was 500K/min) using Python and Confluent KSQL.
- Refactored 2 dependent NLP services to use the gRPC framework. It affected 45% of traffic and 65% of latency.
- Conducted 2 R&D reports and 5 production benchmarks to choose between Kafka Stream, Flink, Spark, and KSQL.
- Developed 2 UDF in KSQL to have customized GROUP BY for our stream using Java.

Co-Founder & Data Platform Engineer (XiaomiFa)

(Aug 2015 - Aug 2020)

XiaomiFa is the oldest physical and online store for Xiaomi's brand.

- Developed distributed web crawler/scrapper using Python, Redis, and MongoDB to collect market sales data from 47 competitors in near real-time. Crawled +35k pages per day.
- Developed 13 batch ETL using Python and integrated 9 operational databases (PostgreSQL and MySQL) and Excel files into our PostgreSQL data warehouse as the single source of truth for our analytics.
- Designed and implemented data models in the data warehouse and PowerBI to optimize analytics reporting.
- Implemented ERP (Accounting, CRM, and Supply Chain). Developed 3 modules to integrate e-commerce DB into our ERP using PHP and Python. Developed 11 automated SQL reports for the sales supervisors.
- Recruited, mentored, and managed a sales team to establish 2 new branches, increasing branch profit by +20%.

EDUCATION

Fasa University - Bachelor of Computer Engineering (Information Technology)

(2013-2017)