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# **SUMMARY**

Results-driven and user-focused Senior Software Engineer with strong analytical skills and innovative problem-solving abilities in design and integration.

Has extensive software development experience across both small and enterprise-level companies, with a solid proficiency in PHP and JavaScript, as well as popular web and console frameworks.

Over 8 years of experience building APIs within microservice architectures for diverse industries, including e-commerce, fintech, automotive, and e-learning.

Proficient in a wide range of technologies, including PHP, Yii, Symfony, Codeigniter, Cloud services, Message queues, Full-text search, REST, SOA, Agile methodologies, JavaScript, Al engines, prompt engineering, Docker, Git, and more.

# **SKILLS & TECHNOLOGIES**

•	PHP	(7 v	/ Q v1	
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Docker Elasticsearch

MySQL/ NoSQL

Codeception

Swagger

Yii1 / Yii2

N8n

Apache

Nginx

Microservices

JIRA

Codeigniter

Agile Methodologies

RabbitMQ/ActiveMQ

**Design Patterns** 

Amazon Web Services

**GitHub Actions** 

Symfony

Memcached

**SOLID Principles** 

Refactoring

**Javascript** 

Prompt Engineering •

**REST Architecture** 

Ansible

NestJS

OOP principles

Sphinx Search

NewRelic

# FEATURED PROJECTS

- Souq (acquired by Amazon.com), The leading e-commerce site in the Middle East (www.souq.com).
- Q Express (acquired by Amazon.com), logistics and last mile delivery entity.
- Laimoon, search engine for courses and jobs (www.laimoon.com).

# PROFESSIONAL EXPERIENCE

TextBroker EU (Mainz, Germany) (www.textbroker.de)

Jan '23 till Present

## Senior Software Developer

Textbroker is a content writing service provider that connects content writers with companies, ensuring the delivery of high-quality written content quickly and efficiently.

- Working with key stakeholders, defining the product roadmap.
- Developed, revamped, and managed the Textbroker CRM and its associated systems.
- Build a new microservice called Smart-Layer, leveraging AI Engine for content generation using LLMs and prompt engineering.
- Engage in training sessions, conduct proof of concepts (POCs), lead code reviews, and ensure adherence to best practices, among other responsibilities.
- Oversee release management and monitor system errors to ensure continuous system availability and smooth feature deployments.

#### **Technologies Used**

#### Westwing Group AG (Munich, Germany) (www.westwing.com)

Senior Software Engineer

Westwing is a Home & Living company that provides daily inspiration through a shoppable magazine.

- Contributed to the platform team, ensuring systems are updated with the latest technologies.
- Built and enhanced CI/CD pipelines.
- Refactored legacy code for improved performance.
- Oversaw release management, reporting and investigating incidents as they arose.
- Documented and demonstrated solutions using documentation, flowcharts, layouts, diagrams, charts, code comments, and clear coding practices.

#### Technologies Used:

PHP, Laravel, Zend framework, RabbitMQ, AWS, Docker, Git, Gitlab CI, Swagger, Design Patterns, NewRelic, Agile Methodologies, Draw.io, Kubernetes

## SellAnyCar.com (United Arab Emirates) (www.sellanycar.com)

May '18 to Sept '21

#### Senior Web Developer

SellAnyCar.com is the Middle East's leading car buying service, offering free online valuations, inspections, and a guarantee to buy any car within 30 minutes.

- Developed, tested, and supported the release of several impactful features for SellAnyCar.com, enhancing the business process.
- Key member of the core team responsible for transitioning SellAnyCar.com from a monolithic to microservice architecture, resulting in a more fault-tolerant, scalable, and efficient system.
- Led back-end development, testing, and code reviews for BuyAnyCar.com.
- Facilitate SCRUM meetings and contribute to sprint planning

#### Key achievements:

- ★ Key member in establishing the largest car buying company in the UAE.
- ★ Transformed the SellAnyCar monolithic application into six distinct microservices.
- ★ Implemented DynamoDB for storing inspection reports, providing significant advantages over RDS databases.

# Technologies Used:

PHP, Symfony4, Yii1/ Yii2, MySQL, Message Queue, noSQL DB, AWS, Docker, Git, Gitlab, Swagger, Design Patterns, NewRelic, Agile Methodologies

# Laimoon (HoneyBee Tech Ventures - United Arab Emirates) (<u>www.laimoon.com</u>)

April '16 to April '18

# Senior Software Engineer

Laimoon is an interactive platform that connects career-minded individuals with relevant job opportunities and insights.

- Upgraded Laimoon's Profile Builder to help job seekers efficiently complete their profiles using API services in an agile setting.
- Improved the job matching algorithm, enhancing recruiters' ability to find relevant candidates.
- Redesigned the signup workflow for recruiters and job seekers, boosting registration KPIs.
- Optimized the course search engine, reducing page load time.
- Implemented techniques such as Queue Systems, Elastic Search, DynamoDB, and Sphinx to achieve high speed and system decoupling.

#### . Key Achievements:

- ★ Boosted the signup KPI by optimizing the signup process.
- $\bigstar$  Achieved highest organic traffic of all time by implementing the proven SEO techniques.
- \* Added various payment methods which helps the company for online sales.

#### Technologies Used:

PHP, CakePHP, MySQL, DynamoDB, CouchBase, Memcache, Sphinx, ElasticSearch, Cybersource, Paypal, HTML5, CSS3, Scrum, Git, Gearman, Supervisord, Github, Jenkins, REST, Search Engine Optimization, Google Analytics, Google Webmaster Tools, Google Adsense, Google Adwords

Sept '21 to Dec'22

# Souq.com (An Amazon Company - United Arab Emirates) (<u>www.souq.com</u>)

June '14 to March '16

#### Software Engineer

Souq.com is the largest E-commerce platform in the Arab world, featuring more than 400,000 products across categories such as consumer electronics, fashion, household goods, watches or perfumes.

- Played a key role in migrating souq.com's logistics system from a monolithic to a microservice architecture for qexpress.com.
- Managed logistics systems and handled shipping modules and integrations.
- Developed prototypes for about 20 new products each year.
- Followed best practices in source-code management and work item tracking.
- Unit-Testing and End-to-End testing of code

#### Key Achievements:

- ★ Improved the page response time for QExpress website (Shipping module of Amazon)
- ★ Implemented Delivery Navigation Module for Amazon's users.
- $\bigstar$  Developed countless shipping module back-office tools for fast order processing.

## Technologies Used:

PHP, Yii1, Zend Framework, Rabbitmq, Smarty Template Engine, Amazon S3, Google APIs, MySQL, Sphinx, Memcached, HTML, XHTML, JQuery, JavaScript, and CS

### SAT GROUP (United Arab Emirates) (www.satgroupcos.com)

Nov '12 to May '14

#### Junior Software Engineer

Responsible for development & management of different web portals of SAT Group:

- TradeBanq B2B Portal (largest b2b of UAE connecting UAE with Global markets))
- TradeBanq Job Portal A global employment portal
- TradeBang Classified (A UAE based general classified)
- Excess Inventory Shop (A platform for excess stock and perishable items)
- Services Portal (UAE focused, vertical platform for service selling)

#### Key Achievements:

- ★ In 1.5 years, the company grew from 2 to 23 people.
- ★ Offices from UAE to 5 countries.
- ★ Launched 8+ e-business products.
- ★ Reached monthly traffic of 360,000 visitors from 200 countries.

#### Technologies Used:

PHP, Codelgniter Framework, RackSpace Managed Servers, MySQL, Percona Toolkit, Sphinx, Redis, Jenkins, Scrutinizer, Memcached, HTML, XHTML, JQuery, JavaScript, and CSS, Bootstrap

## **EDUCATION**

National University of Computer and Emerging Sciences (www.nu.edu.pk)

July '07 to August '11

# **BS in Computer Science**

# **Achievements/Distinctions**

- Top performer of the University (Dean List)
- 1st Position in Software Competition at PROCOM 2011
- 2nd Position in ACM Developers Cup.
- Scholarship holder for multiple semester

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