Mahad Aamir

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PROFESSIONAL EXPERIENCE

META (MONETIZATION) — London, UK
Software Engineer — SEP 2024 - Present

- Led infrastructure execution of a LLM-based quality evaluation framework for catalogs covering a $50M+ TAM.
- Achieved ~$15M in yearly OPEX savings through the automation of quality labels across 100K+ catalogs.
- Identified 0.07% incremental revenue from feature exploration, serving as input to refine team roadmap for H2'25.
- Enhanced pre-onboarding QA funnel through introduction of new evaluation metrics, filtering out an additional ~4% of low-quality catalogs.
- Drove experimentation on freshness signals to assess their effect on ad performance, successfully unblocking 2 out of 3 key use-cases for Monetization's priority area of driving performance through metadata.
- Drove team initiatives for better engineering projects, saving an estimated 1.25 engineering years in H1'25.

KLARNA (CARD & BANKING) — Berlin, Germany
Senior Software Engineer — AUG 2023 - Aug 2024

- Led the architectural design and implementation of banking decision service, handling 10K+ requests per second with an SLA/SLO adherence under 300/100 ms.
- Setup a ETL pipeline for deposits data, unblocking regulatory reporting for 10M+ records spanning 6 years.
- Developed export pipeline, consolidating usage of 50K+ daily transactions for decisioning/reporting flows.
- Designed a scalable quartly reporting system covering 100K+ customer accounts, enabling Klarna to meet EU CESOP compliance across German and Swedish markets.

OSTROM — Berlin, Germany
Software Engineer — Sep 2022 - Jul 2023

- Architected and developed an EV smart-charging algorithm, a key feature in securing $9M+ Series A funding.
- Engineered automated failover mechanisms for core API flows, leading to a ~5% decrease in inbound inquiries.
- Optimized test pipeline through sharding, caching, and parallelization to cut runtime down from 13 to 8 mins.
- Established a Data Science service that accelerated analytics dashboard development by 20%.
- Improved coverage by 40% and successfully reduced 50+ code smells, surpassing tech KPIs for 2022.

RETAILO — Islamabad, Pakistan
Software Engineer — Jan 2022 - Aug 2022

- Migrated 5+ core monolithic services to microservices, improving API response times by 25%.
- Contributed to the revamp of authentication and configuration services, supporting a growing userbase of 50K+.
- Executed custom architecture for transactions in distributed mircoservices, reducing data inconsistencies by 80%.
- Implemented standardization of logging and in-house API documentation, along with the implementation of monitoring suites, resulting in a reduction of cloud (AWS) spend by over 10%.

IBM — Islamabad, Pakistan
Application Developer — Apr 2020 - Jan 2022

- Launched 100+ multi-channel campaigns over SMS, notifications, and email targeting 2M+ customers weekly.
- Achieved a 95% reduction in manual intervention through automation of log ingestion for analysis workflow.
- Implemented targeted marketing strategies to boost average revenue per user – reducing churn by over 30%.
- Collaborated with the client to align business objectives and streamline development workflows, resulting in campaign runs generating 10K+ USD per week.

EDUCATION

COMSATS UNIVERSITY — Islamabad, Pakistan
Bachelor of Science in Computer Science — 2015-2019

ADDITIONAL INFORMATION

- **Technical Skills**: JavaScript, TypeScript, Node.JS, Nest.JS, Python, SQL, NoSQL, Microservices, Git, Jira, Agile, TDD, Jest, Sentry, Datadog, Jenkins, Github Actions, CI/CD, System Design, EC2, ECR, ECS, Lambda, S3, SNS, SES, SQS, CDK, RDS, Athena, Glue
- **Certifications**: AWS Certified Cloud Practitioner (CLF-C01), Azure Fundamentals (AZ-900)