

# Murtaza Saifuddin

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## Me

I'm an electrical engineer by training and a software developer by passion, driven by a vivid imagination and a love of building things. I thrive on experimenting with new technologies and turning ideas into reality—whether I'm sketching web layouts or architecting scalable back-ends and shipping polished features. I enjoy every step of the creative journey, from initial design spark to final deployment, and I'm always eager to learn the next tool or technique that'll bring my next project to life.

## Links

GitHub: [saifuddm](#)  
LinkedIn: [/in/saifuddm](#)

## Proficiencies

### Languages

Java (SpringBoot), JavaScript, TypeScript, React (Next.js, Native), Flutter, Python.

### Services, Tools & More

AWS, Expo, Docker, Jenkins, Git, GitHub, Splunk, Tailwind CSS, Puppeteer, Selenium, Bun, Deno, Supabase, Firebase, PostgreSQL, MongoDB, Stripe, Twilio, Figma, Confluence, Jira.

## Education

### McMaster University

Bachelor of Electrical Engineering, 2015-2020

## Work Experience

### Airmiles / BMO | Lead Software Engineer

Nov 2021 - Current | Toronto, ON

- Architected and led development of the core Offers API using AWS CloudFront, API Gateway, ECS. Now serving 23 M+ requests/month.
- Spearheaded initiatives for the offers platform: audited maintainability across 30 owned repositories, decomposed feature requirements into epics and stories, and delivered accurate effort estimates to guide executive decision-making.
- Partnered with product owners and enterprise architects to translate business requirements into scalable technical designs: defined contracts, data models, security policies, phased rollout plans and refactoring strategies.
- Fostered a culture of knowledge sharing by leading technical deep-dive sessions on core services and authoring comprehensive documentation, including bug resolution guides, feature implementation plans, PoC proposals, and tech debt remediation strategies.
- Championed developer experience and productivity by conceptualizing and delivering internal UI dashboard tools, local development environment automation scripts (WireMock, request proxying), and significantly optimizing Jenkins CI/CD pipelines based on organizational best practices.

### Soco | Lead Software Engineer

Oct 2021 - Nov 2022 | Remote

- Led UX design and implementation of onboarding and purchase flows—streamlining multi-step forms, clarifying CTAs and boosting conversion rates by 15%.
- Engineered real-time chat using Firestore's real-time listeners and Cloud Functions triggers, delivering sub-300 ms message updates.
- Integrated YouTube Data API and Spotify Web API to enable multimedia embeds in freelancer profiles, increasing average session duration by 25%.

### HCL | Software Engineer

June 2020 - Oct 2021 | Markham, ON

- Optimized data ingest service on the Spring Framework lowering NiFi service deployment time from 50 minutes to under 15 minutes.
- Built search indexing pipelines using Elasticsearch, Apache NiFi, NiFi Registry and also managed docker builds for these services.
- Implemented API and build script changes to services providing customers with easier upgrade and update functionality easing the transition between versions/releases.

## Projects

### Next Market | Platform for connecting market hosts and vendors

Dec 2024 - Current | [nextmarket.io](#)

- Frontend: Next.js (TypeScript) + SSR, TailwindCSS, Formik (Form handling)
- Backend: Supabase Edge function, Next API Routes, Supabase (AUTH + DB)
- CI/CD: GitHub Actions to Vercel Deployment

### Stella | AI-powered fashion assistant

Jul 2023 - Jan 2024 | [IOS App](#) | [Instagram](#)

- Frontend: React Native + Expo, Zustand (State Management), Expo Components (Camera, Image Picker, etc)
- Backend: Supabase Edge functions + Postgres functions, Supabase (AUTH + DB), Postgres Vector Plugin, OpenAI + Gemini
- Services: Data scraping with Playwright from H&M, Zara, etc.