Contact

syedamariarasheed@gmail.com

www.linkedin.com/in/syeda-maria-rasheed-293806180 (LinkedIn)

Top Skills

Amazon Web Services (AWS)

Google Cloud

Cloud Platforms

Certifications

Data Engineering Essentials

ACIT

Python Project for Data Engineering

Cloud Native Computing (CNC)

Python for Data Science AI & Development

Syeda Maria Rasheed

Senior Software Engineer @ Bazaar | Backend |Android | AI | Fintech, E-commerce, Real-time Communication & Health App Development

Karāchi, Sindh, Pakistan

Summary

I'm a Software Engineer with over 5 years of experience in backend development and scripting, specializing in building scalable applications with user bases exceeding 5M+. My expertise includes Kotlin, Java, Go, and Python, with a focus on creating, integrating, and optimizing APIs for performance and reliability. My experience spans diverse domains, including e-commerce, fintech, healthcare, and real-time communication systems.

Experience

Bazaar Technologies

4 years 11 months

Senior Software Engineer II

January 2024 - Present (1 year 11 months)

- Designed personalized recommendation system, improving customer engagement and conversion.
- Enhanced product search capabilities by integrating MeiliSearch making search result more relevant.
- Introduced visibility for out-of-stock products, helping users make informed purchase decisions.
- Migrated legacy Java Spring Boot services to Go, improving performance, reducing resource usage, and simplifying maintenance.

Senior Software Engineer I

January 2023 - January 2024 (1 year 1 month)

Karāchi, Sindh, Pakistan

- Integrated an on-demand notification system to notify users at different app touchpoints, and also built a gamification system that increased new sign-up rates by up to 35%.
- Executed automation across all layers using JUnit, Mockito, TDD and Pytest to ensure high application reliability.

- Improved CI pipelines by integrating JaCoCo coverage and SonarQube checks to maintain high code quality.

Software Engineer II
January 2022 - January 2023 (1 year 1 month)

- Fintech Solutions: Developed a secure digital wallet and lending system handling 100K+ transactions monthly, leveraging certificate transparency, encrypted databases, and ciphered response decoding.

- EasyKhata App: Managed a 5M+ user base, optimized database queries and scalability to cater to this heavy user traffic.

Software Engineer I
January 2021 - January 2022 (1 year 1 month)
Pakistan

I focused on shaping the user experience and driving business growth through data-driven strategies. My responsibilities included:

- Running experiments to test and optimize new features and functionalities within our Android applications. These experiments aimed to enhance user engagement and satisfaction while achieving key business objectives
- Implementing robust analytics tool that provided actionable insights into user behavior and feature performance. This included tracking user journeys and identifying features that added significant value to our business.
- Measuring the results of A/B experiments to evaluate their impact on key performance indicators (KPIs) and user satisfaction, thereby guiding data-informed decision-making.

Digital Landscape
Android Developer
December 2019 - December 2020 (1 year 1 month)

At Digital Landscape, I developed mobile health applications designed to improve doctor-patient engagement. By utilizing advanced architecture patterns and Jetpack components, I built solutions that were not only user-friendly but also reliable and efficient. A key highlight of my work was integrating real-time communication features, including live audio and video calling, using third-party SDKs like Agora.io. This functionality allowed for seamless communication, enhancing user experience in healthcare applications.

I also focused on optimizing performance, particularly for real-time engagement, by leveraging WebSocket technologies to ensure fast and

efficient communication. This was especially important for creating reliable, high-quality experiences for users. Throughout my time at Digital Landscape, I collaborated closely with international clients, delivering customized solutions that met their specific needs while ensuring scalability and future-proofing for growth.

Developer Student Clubs
Team Member
July 2019 - December 2020 (1 year 6 months)

Education

Karachi University
Bachelor of Science - BS, Software Engineering · (2017 - 2020)