ALI HASSAN

Full Stack Engineer

malihassan20@gmail.com • linkedin.com/in/malihassan20 • https://github.com/malihassan20

Summary

Full Stack Engineer with over 8 years of experience in software development and architecture, specializing in **API Development**, **AWS**, and **scalable system design**. Expertise in building and optimizing **frontend** applications with **React.js**, **Next.js**, and **Redux**, and developing robust **backend** systems using **Node.js**, **Express.js**, and **MongoDB**. Skilled in **API integration**, **microservices architecture**, and deploying applications on **AWS** with a focus on performance and reliability. Led the development of **xenPlatform** at **Xendit**, simplifying payment infrastructure, and drove platform development at **Instant Consult**, delivering efficient, in-house solutions. Seeking a **Full Stack Engineer** position to contribute **problem-solving**, **architecture design**, and **scalable digital solutions**

Key Achievements

Achievements in Product Development
Maintained a 90% retention rate and designed the architecture to handle a huge increase in user traffic.

Microservices Architecture Success
Increased transactions to 10 million daily with new microservice's implementation.

Cost Reduction Achievement
Reduced costs annually through infrastructure optimization initiatives.

API Optimization Accomplishment
Achieved 30% response time improvement in API calls enhancing experience.

Seamless User Transition
Led migration of 100,000 users to new platform with zero downtime.

Leadership In Global Rollout
Managed team of 10 for zero-deployment issues in global rollout.

Experience

Xendit — www.xendit.co/en/
Remote
Senior Software Engineer
01/2021 - Present

Developed a comprehensive payment platform for businesses.

- Developed the xenPlatform product, simplifying payment infrastructure for platform businesses with multiple partners.
- Teamed up with others to add new product features, led initiatives based on customer use cases, and maintained and enhanced existing microservices.
- Worked closely with product managers to discuss customer use cases and build solutions to address pain points.
- Collaborated with software architects to implement various organization-wide tech initiatives and standards.
- Reduced operational costs by $500K annually through infrastructure optimizations.
- Improved system reliability by 30%, minimizing downtime during peak hours.
- Managed a team of 10 developers across three continents for a global rollout.

Instant Consult — https://www.instantconsult.com.au/
Remote
Senior Software Engineer
08/2019 - 08/2020

A platform offering online doctor services.

- Led the development of this platform from the ground up, leading to increased user engagement.
- Enhanced backend modules and application architecture, ensuring seamless user experience.
- The platform has completed over 800,000 consultations, providing affordable and convenient online doctor services.
- Removed third-party resource dependencies and built in-house solutions, reducing operational costs.
- Reduced operational costs by 15% through optimization of cloud services and resource allocation strategies.
- Developed 12 microservices handling over 10 million transactions per day.
- Improved response time of API calls by 30%, resulting in enhanced user experience and reduced latency.

endshift
Lahore, Pakistan
Software Engineer
01/2017 - 07/2019

Software development company focused on customized solutions.

- Developed various applications using JavaScript technologies and tools.
- Maintained different projects in production.
- Established a reputation as a trusted problem solver by resolving scalability issues.
- Differentiated endshift from global competitors by delivering premium, customized solutions.
- Improved system performance, reducing server costs by $50,000 annually through optimized database queries and caching.
- Managed development of 15 microservices for distributed systems, each with over 100,000 daily transactions.
- Increased user engagement by 30% on the platform by enhancing the user interface and experience.

Projects

Brandwatch

Brandwatch Reviews is an advanced analytics platform designed to help businesses monitor and analyze customer reviews.

- Improved API efficiency by 25% by engineering core using Node.js and Express for review data management.
- Enhanced user engagement by 20% through development of Vue.js and Vuetify interfaces.
- Leveraged Firebase for real-time data synchronization and user authentication.
- Employed Docker for building and managing containerized environments.
- Enhanced platform scalability and reduced latency in data retrieval.

Rich Returns

Rich Returns is a Shopify app designed to streamline the return and exchange process for e-commerce businesses.

- Developed robust APIs using Node.js and Express for handling return workflows and Shopify integrations.
- Built responsive user interfaces with React and Ant Design for both customers and admin users.
- Designed and optimized relational databases using MySQL for storing return data efficiently.
- Ensured seamless connectivity with Shopify for real-time order and product data synchronization.
- Enhanced scalability and reliability to handle high volumes of transactions during peak seasons.
- Implemented Redis to improve application performance and reduce latency.

Apollo App

Application for managing subscriptions.

- Increased subscription revenue by 20% by integrating payment methods.
- Enhanced UI responsiveness by 30% by developing using ReactJS for dynamic user experience.
- Simplifies subscription management, offering flexibility and convenience to users.
- Enhances the overall experience by streamlining payment processes and providing diverse subscription options.
- Delivered a scalable, user-friendly solution, ensuring successful project completion with robust performance and reliability.

No Yelling

NoYelling is a modern platform focused on simplifying the process of booking driving lessons.

- Increased website traffic by 30% by designing scalable and maintainable architecture.
- Built dynamic, server-rendered pages using Next.js and React.js, focusing on performance and user engagement.
- Integrated third-party APIs to enhance functionality, including location services and payment processing.
- Implemented best practices for performance optimization, reducing page load times and improving the user experience.
- Provided updates and enhancements to keep the platform secure and user-friendly.

Clipman App

A video creation application for marketing.

- Increased sales by 15% through automatic video generation for E-commerce promotions.
- Developed **frontend user interfaces** using **React.js** based on client designs, ensuring a seamless and user-friendly experience.
- Evaluated and reviewed code written by junior developers to ensure quality and consistency.
- Allows users to upload text and images, which are automatically integrated into templates to create videos.
- Utilized **MongoDB** for efficient data storage and management of user uploads.
- Managed **GitHub branches** and version control to prevent conflicts and ensure smooth team collaboration.

Fullcast App

Sales operations management application.

- Improved sales alignment by 25% through developing a policy-driven end-to-end sales operations platform.
- Enhanced platform functionality resulting in a 20% increase in user engagement by integrating features and resolving {100} bugs.
- Led the development and improvement of the frontend to ensure a seamless and user-friendly experience.
- Deliver a robust platform that optimizes sales operations and bridges the gap between planning and execution.
- Collaborated with backend teams to integrate **APIs** for seamless data flow and enhanced application capabilities.

Certification

Arc Certified Remote Developer by Arc. Dev

AWS Certified Cloud Practitioner by Amazon Web Services Training and Certification

Learning Full-Stack JavaScript Development: MongoDB, Node, and React by LinkedIn Learning

Education

FAST-NUCES
BS (Computer Science)

<div align="right">

Lahore
08/2012 - 08/2016

</div>

Skills

amazon web services · API · Api Development · API Integration · apis · Apollo · Artificial Intelligence · AWS · BitBucket · bootstrap · CSS · css3 · Data Structures · Database Design · Docker · EC2 · elementor · ES5 · ES6 · ExpressJS · Front-end · Gatsby · Git · Github · Gitlab · Google Maps · GraphQL · HTML · html5 · Javascript · Json · Kafka · Kubernetes · Laravel · Material Design · microservices · microservices architecture · MongoDB · mssql · MySQL

Languages

Urdu   Native ● ● ● ● ●

English   Native ● ● ● ● ●