

Shahid Ali

Senior Software Engineer

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Summary

I'm a Full Stack Developer with 6+ years of experience building scalable, high-performance web applications from concept to production. I specialise in React.js, Next.js, TypeScript, Node.js, and NestJS, delivering modern, user-focused interfaces backed by robust and secure backend architecture.

I work across the entire stack - from designing responsive UI with Tailwind CSS and component libraries to building REST/GraphQL APIs, managing PostgreSQL and MongoDB databases, and deploying cloud infrastructure on AWS and Firebase with CI/CD pipelines.

I thrive in Agile environments, contribute to architecture and product decisions, mentor developers, and ensure high code quality through reviews and best practices. My focus is on creating scalable, maintainable solutions that deliver real business impact.

Education

University of National College Of Business Administration & Economics
Bachelor of Science in Computer Science

01/2021 - 04/2024

Experience

Dinabite Ltd

Senior Software Engineer

02/2025 - Present

- Led full-stack development using React.js, Next.js, TypeScript, Node.js, and NestJS to deliver scalable, enterprise-grade web applications.
- Designed and maintained a reusable UI component library, improving development consistency and accelerating feature delivery across projects.
- Streamlined state management and user flows using React Hooks and Context API to deliver cohesive, high-performance interfaces.
- Improved performance and load times through optimised queries, caching strategies, and frontend performance enhancements.
- Designed and maintained cloud infrastructure on AWS, then led a major migration to Firebase Cloud Functions, moving core services from AWS to Firebase to improve scalability and reduce operational complexity.
- Implemented real-time features using WebSockets to enhance user engagement and live updates.
- Integrated TikTok & LinkedIn platform tools into the Dinabite product to extend platform functionality.
- Monitored and optimised application performance using logging and analytics tools.
- Built secure, scalable APIs and ensured high code quality through PR reviews and mentoring.
- Coordinated with clients to break requirements into tasks, assign work, and ensure timely delivery.
- Improved deployment workflows with CI/CD pipelines and Docker, enabling faster and safer releases.

Webevis Technologies

Full Stack Software Engineer

01/2021 - 02/2025

Blockchain & Web Platforms:

- Blockchain Product Frontend Development: Built responsive frontend UIs for blockchain-based applications using a modern React/Next.js stack, integrating APIs and collaborating closely with backend engineers to deliver secure and scalable features.
- End-to-End Company Website Development: Co-developed the corporate website from scratch with frontend and backend teams, delivering a full-scale services platform with optimised performance, responsive design, and seamless UX across devices.
- Cross-Team Collaboration: Worked closely with backend engineers, designers, and stakeholders to translate product requirements into

scalable frontend architecture and deliver features in Agile environments.

Payzee POS – Fintech & SaaS Platform:

- Full-Stack POS Application Development: Developed a POS SaaS platform using Next.js, Styled Components, NestJS, Redis, and Socket.io, contributing across frontend, backend, and admin dashboard.
- Reusable Frontend Architecture: Designed scalable and reusable UI component libraries using Next.js and Styled Components, improving development speed and consistency across the platform.
- Product Requirement & Stakeholder Collaboration: Conducted meetings with product owners to gather requirements, define user flows, and translate business needs into technical implementation.

Fintech Payment Integration:

- Payment Infrastructure Integration: Implemented end-to-end payment onboarding and processing via Nearpay, enabling automatic merchant registration and payment acceptance during Payzee onboarding.
- Automated Merchant Sync: Built backend workflows to automatically send business details to NearPay during Payzee registration, ensuring merchants were instantly ready to accept transactions.
- Real-Time Payment Processing: Implemented secure transaction flow where purchases made in Payzee POS are automatically recognized and processed by NearPay, ensuring seamless and reliable payment charging.

Backend & Real-Time Systems:

- Scalable Backend Development: Developed backend services using NestJS, Redis caching, and Socket.io for real-time communication and high-performance data flow.
- Admin Dashboard Development: Built a comprehensive admin panel to manage merchants, transactions, and platform operations, improving operational efficiency and monitoring.

Zenova Group PLC

Full Stack Developer

10/2019 - 12/2020

- Developed scalable full-stack web applications and RESTful APIs using modern JavaScript frameworks and Node.js.
- Led the end-to-end development lifecycle, from requirements gathering and architecture design to deployment and maintenance.
- Architected and delivered cloud-based SaaS solutions, ensuring scalability, security, and high availability.
- Initiated, managed, and delivered multiple projects, including Malafi and SanadPro.
- Translated business requirements into technical solutions and defined project roadmaps and timelines.
- Led and mentored developers, assigned tasks, and ensured high code quality through reviews and best practices.
- Conducted technical interviews and contributed to team hiring and growth.
- Collaborated closely with stakeholders and product teams to deliver user-focused solutions.
- Implemented CI/CD workflows and improved development efficiency and release cycles.
- Ensured application performance, reliability, and maintainability through testing and optimization.

Grafiks World Institute

Frontend Web Developer

01/2018 - 09/2019

- Developed and maintained responsive, cross-browser user interfaces using HTML5, CSS3, SASS, and JavaScript.
- Built dynamic and interactive web applications while collaborating closely with UI/UX designers and backend developers.
- Implemented modern state management solutions (Redux) to improve application scalability and maintainability.
- Optimized website performance, accessibility, and responsiveness across multiple devices and screen sizes.
- Customized and enhanced WordPress websites, themes, and plugins based on client requirements.
- Participated in code reviews and followed best practices to ensure clean, maintainable, and reusable code.
- Worked in a collaborative Agile environment and continuously adopted new frontend technologies and tools.

Skills

Client-Side:

HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, Next.js, Redux, React Hooks, React Router, Angular, Vue.js, jQuery, Three.js, Tailwind CSS, Bootstrap, Material UI, SASS/SCSS, Atomic CSS, Responsive Web Design (RWD), UI/UX Design, Figma, Progressive Web Apps (PWA), Single-Page Applications (SPA), Web Design & Development, Build Tools, Caching Strategies, SAML Authentication, Firebase, Firebase Cloud Functions, React Native, WordPress & CMS Platforms.

Server-side:

Node.js, Express.js, NestJS, RESTful APIs, GraphQL, WebSockets, Microservices Architecture, Distributed Systems, MVC Architecture, Design Patterns, Object-Oriented Programming, Clean Architecture, Automation Testing, Continuous Integration.

Databases & Cloud:

PostgreSQL, MySQL, MongoDB, Redis, Database Design, RDBMS/DBMS, AWS (ECS, ECR, S3), Cloud Services, JSON, JWT, GitOps.

DevOps & Tools:

Docker, Git, Bitbucket, CI/CD Pipelines, Agile & Scrum, User Stories, Technical Leadership, DevSecOps, Vercel, Cypress, JUnit, Swagger, JIRA, Vercel, Railway, Render.

Strengths

Full Stack Development

Proficient in a wide array of technologies, including JavaScript, TypeScript, ReactJS, Vue.js, Node.js, Nest.js, Python, FastAPI, and Next.js. This variety demonstrates adaptability and proficiency in full-stack development.

API Development

Proven ability to design and maintain RESTful and GraphQL APIs with a focus on security and performance.

Cloud Computing

Strong experience with AWS and Azure services, including EC2, S3, Lambda, DynamoDB, RDS, and Serverless Architecture. This indicates deep cloud-native knowledge and scalability practices.

CI/CD & DevOps

Implementing CI/CD pipelines for smooth, automated deployment and development

Leadership & Mentorship

Leading teams, mentoring engineers, and managing projects with Agile methodologies. Proven success in performance optimization, refactoring, and debugging to enhance system efficiency and reduce development time.

Testing & Quality Assurance

Proficient in software testing using Jest, Mocha, Supertest, and automated accessibility testing (axe-core), ensuring robust and secure applications.

Projects

Dinabite - AI Social Media Automation Platform

A SaaS platform that enables businesses to manage, automate, and optimise their social media presence across multiple channels using AI-powered content generation and analytics.

- Integrated AI-powered content generation using Soffos AI, enabling image-to-content, content-to-hashtag generation, and automated reply suggestions directly inside the post creation workflow.
- Led AI provider migration from Soffos to Claude and Google Gemini, improving response quality, scalability, and cost efficiency for content generation pipelines.
- Built intelligent Facebook auto-reply suggestions by sending historical chat context to Claude, enabling highly relevant and contextual customer engagement responses.
- Redesigned and improved UI/UX for Dashboard, Post Creation, and Social Connection modules, significantly improving usability and workflow efficiency.
- Migrated email infrastructure from Nodemailer to SendGrid, improving deliverability, scalability, and monitoring of transactional emails.
- Implemented Stripe payment tracking via Trackdesk, enabling affiliate and subscription tracking.
- Integrated Facebook Pixel, Google Tag Manager, and Asendia analytics to enhance marketing attribution and conversion tracking.
- Expanded platform capabilities by integrating LinkedIn business posting and TikTok video publishing, enabling multi-channel social media management from a single dashboard.
- **Key skills utilized:** Next.js, React.js, Node.js, AI APIs (Claude, Gemini, Soffos), Stripe, SendGrid, Analytics Integrations, UI/UX Optimisation.

HawalaDEX - Blockchain Trading Platform

A decentralized trading platform focused on secure wallet validation and seamless blockchain trading experiences.

- Developed responsive and secure frontend UI for a blockchain trading platform, ensuring smooth wallet validation and transaction workflows.
- Implemented real-time chat functionality to enable user communication and improve platform engagement.
- Collaborated closely with backend and blockchain teams to integrate APIs and ensure secure data flow between UI and blockchain services.
- Focused on performance optimisation and responsive design to deliver a seamless trading experience across devices.
- **Key skills utilized:** React.js, Next.js, Web3 Integrations, WebSockets, Responsive UI Development.

GreenMe - Sustainability & Fleet Management Platform

A platform designed to help global aid organizations reduce emissions and optimise fleet performance through benchmarking, analytics, and collaboration.

- Built real-time chat and collaboration features using WebSockets to enable peer learning and knowledge sharing among organisations.
- Developed user dashboards with real-time data visualisation, improving visibility into benchmarks, actions, and sustainability progress.
- Implemented real-time notifications and collaboration tools to enhance user engagement and platform interactivity.
- Worked on frontend integration with REST APIs and real-time backend systems to ensure scalable and responsive performance.
- Contributed to solving complex UX challenges by balancing feature-rich workflows with intuitive design.
- **Key skills utilized:** React.js, Redux, Node.js, MongoDB, Redis, Socket.io, Real-Time Systems.

Payzee POS - Fintech SaaS & Payment Platform

A full-stack POS and payment platform enabling merchants to manage stores, accept payments, and monitor transactions in real time.

- Developed the entire frontend architecture using Next.js and Styled Components, creating reusable UI components and scalable design systems.
- Built backend services using NestJS, Redis, and Socket.io, enabling real-time transaction updates and high-performance data flow.
- Implemented NearPay payment onboarding and processing, automatically registering merchants and syncing business data during Payzee signup.
- Designed and built a comprehensive Admin Panel to manage merchants, transactions, and operational workflows.
- Conducted requirement gathering sessions with product owners and translated business needs into technical solutions.
- Delivered end-to-end fintech workflow where Payzee purchases are automatically recognised and processed via NearPay.
- **Key skills utilized:** Next.js, NestJS, Redis, Socket.io, Payment Integrations, Fintech Systems, Admin Dashboard Development.

Business Administration Portal - Fintech Web Portal (B2B)

A fintech business administration platform that enables businesses to create, manage, and analyse promotions, campaigns, and financial performance in one centralized dashboard.

- Built a scalable business administration portal enabling companies to manage campaigns, promotions, analytics, and financial insights from a single dashboard.
- Developed dynamic UI using Next.js and Styled Components, ensuring secure authentication via JWT and seamless cross-device compatibility.
- Implemented advanced reporting and analytics dashboards, empowering businesses to make data-driven decisions based on campaign performance and revenue metrics.
- Integrated Google Maps and SendGrid services to enhance communication workflows and location-based capabilities.
- Designed workflow management tools for task assignment, progress tracking, and operational efficiency across teams.
- Collaborated in Agile teams to deliver scalable architecture and maintain security and compliance standards.
- **Key skills utilized:** Next.js, Node.js, Express.js, MongoDB, JWT Authentication, SendGrid, Google Maps API, Fintech Systems.

DocMeet - Online Doctor Appointment & Telehealth Platform

A healthcare platform enabling patients, doctors, and hospitals to connect for virtual consultations, appointment booking, and secure medical data management.

- Contributed to the development of a telehealth platform enabling patients to book appointments, consult doctors via video, and manage prescriptions digitally.
- Implemented secure real-time communication and notifications using Firebase Cloud Messaging for appointment reminders and updates.
- Built backend services using Node.js, Express, MongoDB, and Redis to support scalable and secure healthcare workflows.
- Developed features for online payments, insurance verification, and prescription management, streamlining the end-to-end healthcare experience.
- Ensured strong data security and encryption practices for sensitive medical records and compliance with healthcare standards.
- Supported integration with pharmacy APIs for online medication ordering and delivery workflows.
- **Key skills utilized:** React Native, Node.js, MongoDB, PostgreSQL, Firebase, Real-time Systems, Secure Healthcare Applications.