

ALI ATAF

Senior Software Engineer

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EXPERIENCE

Senior Software Engineer

Tradeling

- 06/2024 - Present Dubai, United Arab Emirates
- Engineered and executed a high-impact conversion optimization strategy, resulting in a **57% increase in desktop engagement** and a **10% boost in checkout conversion**. Optimized the core React engine and rendering lifecycle to eliminate performance bottlenecks in the payment funnel.
- Reduced manual effort for the finance team by **90%**, saving **one minute per transaction** through streamlined automation of financial document processing and settlement workflows.
- Architected a **vendor-agnostic integration layer** to synchronize inventory with **Amazon and AliExpress** marketplaces, utilizing **Kafka** for real-time event-driven data consistency across microservices.
- Designed and implemented a **cXML Punchout integration** enabling enterprise B2B clients to procure directly through Tradeling via their existing e-procurement systems, handling session management, cart synchronization, and order submission workflows.

Software Engineer

Supy

- 03/2022 - 06/2024 Dubai, United Arab Emirates
- Built a **Central Kitchen (B2B) module** enabling inter-branch ordering with customer group management, dynamic price lists, and catalog imports, **streamlining operations for multi-location restaurant chains**.
- Developed a high-volume **bulk data import system** leveraging the Google Sheets API, reducing manual data entry time by an estimated **20+ hours per week** and eliminating data entry errors.
- Designed a **timezone-aware effective date system** with backdating prevention and implemented a **fine-grained role-based access control framework** using **Cerbos** policies across microservices.
- Spearheaded the frontend migration to **Angular 17+**, refactored legacy Excel export workflows from **xlsx to ExceUS**, and optimized bundle size, achieving a **30% improvement** in application performance.

Frontend Engineer

Unifi Solutions

- 11/2020 - 02/2022 Montréal, Canada (Remote)
- Pioneered the transition to a **Vue 3 + TypeScript monorepo** architecture, establishing the technical foundation for **12+ high-impact client projects** across the retail and logistics sectors.
- Automated repetitive development tasks by building **custom TypeScript scripts** to auto-generate state and routing modules, resulting in a measurable **15% boost in team velocity**.
- Directed agile delivery for cross-functional teams of up to 8 members, consistently achieving **8-week delivery cycles** for mobile-first applications while maintaining **90+ Lighthouse performance benchmarks**.
- Standardized the frontend ecosystem through a robust reusable component library and design system (**Storybook**), delivering a **20% increase in user satisfaction** while maintaining **98% design fidelity** across multiple client IoT dashboards.

Frontend Developer

Zeour

- 09/2019 - 11/2020 London, United Kingdom (Remote)
- Built and scaled three production-ready queue management applications serving **500+ daily active users**, taking ownership of the frontend architecture and high-availability UI components.
- Transformed legacy performance metrics by deprecating jQuery UI in favor of performance-optimized custom CSS, resulting in a measurable **68% reduction in initial page load times**.
- Elevated platform accessibility to meet **WCAG 2.1 AA standards**, driving the Lighthouse accessibility rating from **62 to 94** through semantic HTML refactoring and high-contrast UI implementation.

SUMMARY

Result-oriented Engineer with 7 years of experience architecting distributed systems and high-growth E-commerce/Fintech platforms. Proven track record at regional market leaders (**Tradeling, Supy**) in designing scalable microservices and high-performance frontend architectures that drive measurable business ROI – including a 57% increase in traffic and 10% conversion growth. Expert in the **TypeScript/Node.js ecosystem** (NestJS, React, Angular) with deep expertise in **Cloud-Native infrastructure** (AWS, Kubernetes, Kafka) and a passion for mentoring teams to deliver robust, enterprise-grade software.

SKILLS

Frontend

React, Next.js, Angular, Vue, Tailwindcss, Shadcn UI

Backend

Node.js, NestJS, TypeScript, PostgreSQL, MongoDB, Redis

Cloud & DevOps

AWS, Kubernetes, Docker, CI/CD (GitHub Actions), Datadog

Architecture

Microservices, Event-Driven (Kafka), System Design, Scalability

Testing

Playwright, Cypress, Jest, Vitest

EDUCATION

Bachelor of Software Engineering

Tishreen University

- GPA: 3.4/4.0

LANGUAGES

Arabic

Native



English

Proficient



FIND ME ONLINE



LinkedIn

https://www.linkedin.com/in/aliataf



GitHub

https://github.com/aliataf



Portfolio

https://aliataf.com