

quratfatima581@gmail.com • +92 305 6298871 • linkedin.com/in/qurat-ul-ain-fatima • Lahore, Punjab, Pakistan

Summary

Senior Full Stack Software Engineer with 8+ years of software development experience in software architecture, API development and scalability solutions across AWS and GCP. Known for technical leadership on production systems, from observability and incident response to automated software testing and continuous integration.

Experience

Shopsense AI

Senior Software Engineer

Remote

Aug 2024 – Present

- Designed the software architecture for a shoppable image widget: config system, service layer, UI and build pipeline with an LLM powered detection API, adopted by InStyle, BuzzFeed, PopSugar and TMZ.
- Stood up production observability for the Shoppability service, incident.io alerting, SEV1 to SEV3 alarms, CloudWatch EMF metrics, and an API Gateway / CloudFront 4xx dashboard + triage runbook, reducing incident MTTR by 60%.
- Provided technical leadership for the alerting and monitoring posture, standardizing runbooks and on call responsibilities and raising alert coverage across critical paths.
- Owned API development and features end to end across 11 services in a multi account AWS deployment spanning two regions: frontend widgets, edge APIs, the AI detection backend and infrastructure, covering the full stack from IaC to UI.
- Consolidated analytics onto a shared event-types package for uniform, decision-ready metrics, consistent events and parameters across all projects, cutting duplication and analytics code by approximately 70%.
- Created the Google Tag Manager integration that injects shoppable embeds into partner sites, enabling zero code deployment for non technical publisher teams and cutting onboarding from nearly 7 days to under 10 minutes.
- Built new contextual embed experiences, surfacing relevant products in-context and lifting CTR by 24.5%.
- Built automated software testing and quality assurance infrastructure: a black box API regression suite (TypeScript, Playwright) and a detection quality eval suite (Python, 275 curated images).
- Drove quality and infra on the Shopsense customer facing storefront, added WCAG AA accessibility, and instrumented hero/shuffle/module tracking.

[Python, TypeScript, React, Next.js, Node.js, Hono, AWS (Lambda, DynamoDB, Step Functions), AWS CDK, GCP (Vertex AI, Cloud Run), Docker, PostgreSQL, Pulumi, PostHog, Playwright]

Afiniti

Senior Software Engineer

Lahore, Punjab

Nov 2021 – Sep 2024

- Led the system design and integration of 6 communication channels, spanning OMNI channel and Voice Call, into a robust contact center solution.
- Identified improvement areas and spearheaded the application's transformation from an internal testing tool to a market-ready product for clients.
- Drove code refactoring and modernization of the legacy tech stack, increasing code reusability and cutting runtime by 50%.
- Implemented a config driven, plug and play software architecture with web components, a scalability solution providing interfaces to 150+ services, streamlining development efforts by 60%.
- Designed and implemented features tailored to industry giants like AVAYA, Genesys, Apple, Microsoft and SSA in close collaboration with clients and cross functional teams.
- Built a continuous integration and deployment pipeline for web components, enabling fast paced agile delivery with weekly stable releases.
- Designed a comprehensive onboarding package and mentored new engineers through structured code reviews, leading to a 75% increase in their productivity.

[ReactJs, NextJS, NestJS, Redux toolkit, Webpack, Material UI, ApexCharts, React testing library]

Markitech

Lahore, Punjab

Software Engineer

Nov 2019 – Oct 2021

- Implemented secure, OTN compliant audio/video calls for telehealth by applying security best practices, boosting remote consultations by 25% and leading to OTN certification.
- Performance optimization for telehealth calls: file payload reduction of 50% and adaptive bandwidth switching to improve call quality.
- Integrated real time stats from 8+ devices and sensors to support patient monitoring.
- Architected Redux state management for complex data flows from 100+ RESTful APIs, keeping the UI responsive and predictable across the telehealth platform.
- Executed code refactoring across the codebase, removing unused and duplicated code and reducing it by 15%.

[ReactJs, Redux, Webpack, Material UI, ConnectyCube, Firebase, Ant Design, Stripe]

Leadership & Activities

- Global Chapter Success Lead, Pakistani Women in Computing (PWIC)
- Creative Lead, Google Developer Group (GDG)
- Design Lead, Women Techmakers
- Founder and Ambassador, Technovation Lahore Chapter
- Delivered talks and workshops introducing technical topics to students and early career audiences

Education

Punjab University College of Information Technology

Lahore, Punjab

Masters in CS

2015 - 2017

- Principal list award - 2017
- Internship, Artificial Intelligence Multidisciplinary Research Lab, 2016-17
- Graphic Designer, PUCIT-ACM Student Chapter - 2016

Skills & Interests

Languages: Python, TypeScript, JavaScript (ES6+), SQL

Backend & Edge: FastAPI, Hono, Node.js, Fastly Compute@Edge

Cloud & Infra: AWS (Lambda, DynamoDB, SQS, Step Functions, CloudFront), AWS CDK, Pulumi, GCP (Cloud Run, Firestore, Vertex AI)

Software Testing & Observability: Playwright, incident.io, CloudWatch EMF, PostHog, Jest, Turborepo

Frontend: React, Next.js, Tailwind, Radix UI, TanStack Query, Zod

CI/CD: GitHub Actions, Turborepo, AWS CDK pipelines