

# Shoaib Sabir

## Software Engineer

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I am a web developer with over 4 years of experience in building and maintaining scalable web applications. I have worked extensively with Ruby on Rails and the MERN stack, allowing me to contribute across a wide range of backend and frontend projects. I've worked on applications spanning domains like public transport system, e-commerce platform, email marketing tools, centralized counter display systems and social media apps. In terms of technical skills: I am proficient in Ruby on Rails, Redis, Rspec, ActiveMQ, Node.js, JavaScript, React, TypeScript, PostgreSQL and MongoDB. I've implemented scalable REST and GraphQL APIs, handled SSO authentication, SEO optimization (including sitemaps and HTTPS with certificates) and integrated services like Stripe, Shopify, SendGrid and Mailgun. I've built real-time features using WebSockets with dependency injection patterns for modular and testable code. I was involved in developing and maintaining production-grade features, optimizing performance and integrating third-party services. I also have hands-on experience with Docker, CI/CD pipelines, cloud platforms like AWS, Heroku and Azure, and modern development workflows that prioritize collaboration, testing and maintainability.

## WORK EXPERIENCE

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### **Meraki Matrix Private Limited, Senior Software Engineer**

01/2025 – Present

JINS is a renowned Japanese eyewear company known for combining fashion, function and innovation. At JINS, I serve as the lead engineer at JINS, I've been actively contributing to the development and optimization of digital solutions that support JINS stores and customer operations across various regions.

#### Role and Responsibilities:

- Designed and implemented a real-time centralized counter display system using WebSockets and Dependency Injection; later extended it for region-wise segmentation.
- Leading the revamp of the entire product order system, optimizing database flows, internal APIs, and third-party integrations.
- Manage deployments across staging and production environments with full ownership of testing and release processes.
- Collaborate with frontend and operations teams to ensure modular, scalable, and maintainable backend architecture.

### **StackUp Technologies, Senior Software Engineer**

02/2024 – 06/2025

The email marketing platform is part of a broader suite designed to empower e-commerce sellers with powerful communication tools. It enables users to send bulk promotional emails, customize templates and schedule campaigns using their own domains all while maintaining strong sender reputation across multiple platforms. The architecture was evolved to support not only third-party marketplaces like Etsy but also the platform's own store product and future integrations.

#### Role and Responsibilities:

- Led backend architecture for an email marketing and e-commerce platform across multiple shops, including unified SSO for seamless cross-app access.
- Built and integrated internal/external APIs for frontend, mobile, and third-party services.
- Implemented flexible subscription billing with Stripe, including proration via webhooks.
- Integrated SendGrid for branded domain email sending, boosting deliverability and control.
- Monitored IP/domain reputation to ensure high email deliverability.
- Decoupled platform from Etsy, enabling multi-store e-commerce integration.

## **(Senior Software Engineer)**

01/2024 – 05/2024

Mastodon based Social Media app is a decentralized, religion-focused social media platform inspired by Mastodon, designed to foster community engagement, spiritual growth and social good. It enables users to join faith-based communities, participate in or host religious events (both online and offline) donate to charitable causes and engage in positive competition through a "Hall of Fame" feature that highlights users' religious contributions and motivates others to do the same.

### Role and Responsibilities:

- Developed and maintained a Mastodon-based platform tailored for faith-oriented communities.
- Worked on both backend and frontend sides using Ruby on Rails and React.
- Designed and implemented features for managing online/offline religious events. Built modules for charity donation flows and Hall of Fame leaderboard logic.
- Created community management tools and religious activity tracking systems.
- Integrated real-time features like WebSockets for live event notifications.
- Ensured authentication, authorization, and user roles for religious leaders and community members.
- Focused on performance optimization, database indexing, and writing RSpec test cases.
- Integrated third-party APIs for maps (for physical events), email notifications, and payment gateways for donations.
- Collaborated with UI/UX team to maintain accessibility and responsiveness across devices.

## **(Software Engineer)**

11/2022 – 12/2023

The technology suite serves both businesses and passengers, offering a staff app for frontline workers, a web platform for senior staff and management and a passenger app for streamlined assistance requests, creating an integrated ecosystem for managing accessibility needs efficiently.

### Role and Responsibilities:

- Developing the Passenger Assist system for the UK Rail Network.
- Engaged in backend API development and utilizing the grape API framework for efficient endpoints.
- Responsible for frontend & mobile developers' endpoint exposure and ensuring seamless backend-to-frontend communication.
- Creating a module to enhance user-friendliness and efficiency in assistance requests for passengers and station staff.
- Managing the staff station portal to facilitate staff usage.
- Continuously optimizing backend infrastructure for optimal performance with DB optimization and writing test cases.
- Introducing new fields at the Front end Side.
- Fixed the Email template styling.

## **(Associate Software Engineer)**

10/2021 – 11/2022

A specialized firm in return management, serving clients like Philips and others. Offers technological solutions to connect returned goods directly to consumers, cutting out middlemen, reducing waste and increasing recovery value for retailers.

### Role and Responsibilities:

- Managed returns from vendors such as Philips and implemented an inventory management system for evaluating returned items.
- Oversaw order processing, shipping and warehouse operations to optimize logistics.
- Integrated APIs to enable seamless resale offers on platforms like eBay.
- Utilized DHL and GLS APIs for automating and streamlining shipping processes.
- Ensured the seamless coordination across inventory, fulfillment and shipping.

Dubai-based project YallaBid transforms auctions for collectibles enthusiasts with a streamlined platform. Offering live, flash, and traditional online auctions, it features luxury items and ensures fairness with transparent processes, verified sellers, and secure transactions.

Role and Responsibilities:

- Developed the listing feature for YallaBid, an innovative collectible auction platform.
- Integrated various APIs to enhance functionality and user experience.
- Utilized React for the front-end development and Node.js for the backend.

## EDUCATION

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**MCs(Computer Science), Punjab University College of Information Technology** [↗](#)

**BSc(Computer Science), Virtual University of Pakistan** [↗](#)

## SKILLS

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### Programming Skills

**Rails:** Ruby on Rails, Hotwire, RSpec, Sidekiq, Redis, MySQL, PostgreSQL, WebSocket, Nokogiri, ActiveMQ

**MERN:** JavaScript, TypeScript, Node.js, React.js, Express.js, MongoDB, Tailwind CSS, GraphQL

**DevOps:** Docker, AWS, Azure, Heroku S3, EC2, LB, CI/CD, nginx, https certificates

**3rd party integration:** SSO Auth, Stripe, Ebay API, DHL API, API integration, MQTT, Sendgrid, MailChimp

**Basic Web:** HTML, CSS, Jquery, Bootstrap, Postman, Git, Shell Script

### Soft Skills

#### Cognitive & Analytical Skills

Problem-solving, Logical/technical thinking, Debugging, Creative thinking, Critical thinking

#### Work Ethic & Personal Traits

Fast learner, Proactive, Dedicated and committed, Self-motivation, Accountability, Patience, Feedback acceptance

#### Organizational & Time Management

Time management, Adaptability, Organized, Event management

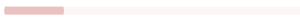
#### Communication & Collaboration

Communication, Teamwork, Collaboration across teams, Conflict resolution, Open-mindedness, Empathy

## LANGUAGES

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English 

Japanese 

## CERTIFICATES

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**Hour Of Code** [↗](#)

(By code.org)

**Agile Project Management** [↗](#)

**Data Science & Analytics** [↗](#)

**Google DSC Web Camp** [↗](#)

**Artificial Intelligence** [↗](#)

**CyberSecurity** [↗](#)