Rizwan Basharat Ali

Software Engineer - Backend at Elgrocer

Faisalabad, Pakistan • +923117390250 • rjbasharat0@gmail.com • linkedin.com/in/rizwan-basharat-ali-70731321a

Professional Summary

Backend Engineer specializing in scalable API design, database query optimization, and AI/LLM integrations. Expert in NestJS (TypeScript) and Ruby on Rails ecosystems, with a proven track record of migrating monolithic architectures to microservices, automating complex ERP workflows (NetSuite), and deploying semantic vector searches. Dedicated to clean architecture, test automation, and building low-latency, event-driven pipelines.

Technical Skills

Languages & Frameworks: TypeScript, JavaScript, Node.js, Ruby, NestJS, Ruby on Rails, Grape API, HTML, SCSS
AI & Databases: OpenAI API, Vector Search, MongoDB, PostgreSQL, SQL (SuiteQL), Redis (Caching & Job Queues)
Cloud/DevOps/Integrations: NetSuite ERP, Algolia Search, New Relic APM, Docker, CI/CD, Git, Geocoder, Resque, Sidekiq

Work Experience

elGrocer by Smiles (Etisalat) | Software Engineer - Backend • Feb 2024 - Present

AI Recommendation & Semantic Search

- Integrated OpenAI API embeddings and vector search indexes to enable semantic catalog search, improving product discovery relevance.

NetSuite ERP & WMS Integrations

- Architected real-time NetSuite ERP sync pipelines to automate purchase orders and inventory updates, designing asynchronous background workers to ensure 100% data consistency.
- Engineered WMS-to-NetSuite ERP integration layers, automating real-time updates across inventory, order processing, and shipping channels.

APIs & Webhook Ingestion Service

- Shipped high-performance REST and SOAP APIs utilizing NestJS and Ruby on Rails, powering internal operational tools and logistics integrations.
- Created reusable NestJS decorators and interceptors to transform high-volume webhooks (Careem, Getcari), standardizing validation across microservices.

Database Tuning & Infrastructure

- Optimized queries and indexing in PostgreSQL and MongoDB, achieving a 60% response latency reduction for core transactional APIs.
- Engineered async background worker pipelines using Resque and Redis to manage bulk product catalog syncs, protecting systems from order volume spikes.
- Instrumented New Relic APM metrics and centralized logging to debug queries, identify bottlenecks, and resolve memory leaks in production.

elGrocer by Smiles (Etisalat) | Associate Software Engineer • Aug 2023 - Feb 2024

- Deployed backend modules in Rails and NestJS, assisting in migrating monolithic legacy frameworks into microservices.
- Wrote comprehensive test suites using RSpec, securing codebase integrity and preventing regression faults in production.
- Integrated Algolia search engine with automated re-indexing hooks to provide users with high-speed, typo-tolerant catalog searches.
- Collaborated on structural code reviews and automated CI/CD pipeline runs to ensure alignment with production engineering standards.

Independent Projects

SMACLE - Virtual Reality ADHD Focus Engine • Unreal Engine 5 • 2023

- Developed a VR cycling game designed as a therapeutic tool for ADHD, translating physical bicycle sensor data into in-game player movement.

Education

National University of Computer and Emerging Sciences (FAST-NUCES)

Bachelor of Software Engineering • 2019 - 2023

Awards & Honors

- **Employee of the Month:** elGrocer TownHall (2024).
- **National Software Champion:** Software Design & Analysis at NasCon (2022 & 2023).
- **Google HashCode:** Regional Qualifier (2022).
- **National Project Exhibition:** Runner-Up at NasCon (2023), Winner at Daira (2023).