

Khubaib Qaiser

SENIOR SOFTWARE ENGINEER

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PROFESSIONAL SUMMARY

Senior Software Engineer with 11 years of experience building web and mobile products across Ad-Tech, E-Commerce, SaaS, and Ed-Tech. Expertise in React, Next.js, TypeScript, and AWS serverless architecture, with Infrastructure as Code (IaC) using AWS CDK. Built and scaled production systems serving 150K+ daily impressions, improved Core Web Vitals by 60%, and led technical delivery across distributed teams in four countries. Focused on clean architecture, performance, code quality, and delivering reliable software at speed.

WORK EXPERIENCE

Senior Software Engineer

Aug 2024 – Present

Shopsense AI

San Francisco, CA · Remote

- Led Embed Generator from zero to launch, Shopsense's first publisher embed commerce product, now on 10 publisher sites with 150K+ daily impressions at 0.5% CTR. Partnered with Sales and publisher dev teams to onboard partners and get them live quickly.
- Architected the AWS serverless platform using AWS CDK and Infrastructure as Code (IaC). Developed APIs exposing Jarvis AI capabilities for Images, Articles, and Product Lookup, powering five embed types and the page injector deployed across partner websites.
- Helped steer Shoppability after Embed Generator by applying embed patterns to the React admin, 5 embed types, per-publisher branding, and async jobs that cut onboarding from days to a few clicks in the dashboard.
- Designed and implemented Shopsense's first A/B testing platform, including experiment tracking and analytics, enabling the team to validate product decisions with real user data.
- Scaled the codebase in a Turborepo monorepo with shared types, review/reprocess workflows, and analytics dashboards, with GitHub Actions CI/CD across preview, staging, and production.

Senior Web Developer

Jun 2023 – Aug 2024

Achieve

Jersey City, NJ · Remote

- Led development of responsive React 18 dashboards and modernized legacy applications by migrating from Create React App to Vite and TypeScript, improving maintainability and developer productivity.
- Improved application performance through code splitting, React Suspense, lazy loading, and frontend optimizations, including a 60% improvement in Core Web Vitals for the company's primary Webflow landing page.
- Designed and integrated REST APIs using TanStack Query (React Query), implementing scalable data-fetching, caching, and state management patterns for production applications.
- Drove frontend engineering best practices through technical research, architecture improvements, and close collaboration with product, design, and backend teams to deliver scalable, high-quality solutions.

Senior React Native Engineer

Jan 2023 – Jun 2023

Tradeblock.us

Austin, TX · Remote

- Shipped cross-platform trading app with React Native, Next.js, and shared web/mobile codebase
- Integrated Apollo GraphQL, Auth0, and Storybook for a cohesive full-stack development experience
- Implemented E2E testing with Detox (mobile) and Playwright (web) ensuring release stability

Senior Software Engineer

Sep 2020 – Jan 2023

GudangAda

Jakarta, Indonesia · Remote

- Created private npm design system adopted by 40+ engineers across 8 product teams
- Launched company profile with Next.js + Contentful + Tailwind, achieving 70% Core Web Vitals improvement
- Led marketplace feature development for B2B e-commerce platform serving Indonesian market

Software Engineer

STOQO

Feb 2019 – Aug 2020
Jakarta, Indonesia · Remote

- Built transport management dashboards and driver tracking system for logistics operations
- Developed React Native driver app and rewrote Android app in Kotlin for improved performance
- Mentored junior engineers and established code review processes for the engineering team

Mobile App & Game Developer

Knowledge Platform

Sep 2015 – Feb 2019
Islamabad, Pakistan · Onsite

- Developed educational games reaching 500K+ students across Pakistan and Middle East
- Delivered cross-platform mobile applications and interactive learning tools with HTML5 Canvas
- Created survey application for CERP (Centre for Economic Research in Pakistan)

EDUCATION

BS Computer Science, Quaid-i-Azam University, Islamabad · 2015

TECHNICAL SKILLS

Frontend	React, Next.js, TypeScript, Tailwind CSS, HTML5/CSS3, GSAP
Mobile	React Native CLI, Expo
Backend / API	Node.js, REST APIs, GraphQL, Supabase, Express
Cloud	AWS CDK, AWS Lambda, DynamoDB, S3, Cloudfront, Fastly, Vercel
State / Data	Redux Toolkit (RTK), TanStack, Zustand, Apollo Client
DevOps / CI	Docker, GitHub Actions
Testing	Jest, React Testing Library (RTL), Playwright, Detox
Tools	Storybook, Sentry, PostHog, Amplitude, Figma, Linear, Jira