

SYED UZAIR ALI

Software Engineer | MERN Stack Developer

CONTACT INFORMATION

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PROFESSIONAL SUMMARY

Software Engineer with 6+ years of experience building production web and mobile applications. Strong in React, TypeScript, JavaScript, Next.js, React Native, Redux, and REST API integration. Hands-on experience with Node.js, MongoDB, unit testing, security remediation, and shipping customer-facing features with remote North American product teams.

TECHNICAL SKILLS

Frontend: React, TypeScript, JavaScript, Next.js, HTML5, CSS3, Redux Toolkit, React Router, React Hooks, Storybook, Styled Components, SASS

Backend: Node.js, Express.js, TypeScript, REST APIs, Mongoose, API Integration

Database: MongoDB

Mobile: React Native, iOS & Android Application Development

Testing: Vitest, React Testing Library, Jest, Unit Testing

Tools & Practices: Git, GitHub, Vite, GitHub Actions, Agile/Scrum, Code Reviews, CI/CD, Debugging, Production Support & Releases

Security: Snyk, SOC 2 Security Remediation

PROFESSIONAL EXPERIENCE

Niche, Pittsburgh, PA, USA - Remote

Jan 2025 - Aug 2026

Associate Software Engineer (Frontend Engineering) | Continued with Niche following its acquisition of Goodkind

- Developed and maintained production features with React, TypeScript, JavaScript, Next.js, Redux, HTML, and CSS across campaign, messaging, reporting, and video workflows.
- Enhanced the core Campaign Builder used to create campaigns, select audiences, configure messaging, and deliver personalized video communications through email, SMS, and WhatsApp.
- Designed and implemented a custom unsubscribe flow across frontend and backend systems, including REST APIs, token validation, and a landing page that guards against automated email scanners triggering unsubscribe actions.
- Contributed to Node.js/TypeScript backend services using Express.js and MongoDB/Mongoose, implementing REST APIs and business logic within established controller, service, and repository architecture.
- Resolved SOC 2 and Snyk security findings across frontend, backend, and Next.js projects and added React unit-test coverage using Vitest.

Goodkind, Toronto, Canada - Remote | Acquired by Niche**Dec 2019 - Jan 2025****Frontend Engineer Jan 2023 - Jan 2025**

- Built and maintained key areas of Goodkind's production platform using React, TypeScript, JavaScript, Redux, HTML, CSS, and reusable component patterns.
- Collaborated on the core multi-step Campaign Builder, enabling teams to collect information, record or upload video, select audiences, and send personalized campaigns through email, SMS, and WhatsApp.
- Developed messaging inbox functionality for SMS and WhatsApp communications, allowing users to view outbound campaign messages and recipient replies.
- Developed a Next.js video experience for recorded campaign content and built a Shopify application that integrated with Goodkind backend APIs.

Software Quality Assurance Manager & Frontend Engineer Dec 2019 - Sep 2023

- Led quality assurance for Goodkind's web and mobile products while also contributing directly to frontend engineering, coordinating testing, regression coverage, release validation, and bug triage with engineering and product teams.
- Contributed to frontend and React Native development alongside QA leadership responsibilities, helping identify, reproduce, prioritize, and validate issues across customer-facing releases.
- Built Goodkind's first React Native mobile application for iOS and Android, enabling assigned storytellers to record campaign videos and supporting its production release.

BNG Labs, Karachi, Pakistan**2021 | Approx. 8 months****React Native Developer (Part-Time)**

- Developed React Native applications for iOS and Android, implementing mobile interfaces, application functionality, and API integrations.
- Supported production builds and releases to both the Apple App Store and Google Play Store.

Pana Cloud, Karachi, Pakistan**Mar 2019 - May 2019****Frontend Developer (React.js)**

- Developed responsive web interfaces and reusable UI components using React.js, JavaScript, HTML, and CSS.

EDUCATION

Bachelor of Science in Information Technology (BSIT)**2015 - 2018 | Grade: A***ILMA University (formerly IBT), Karachi***Certified Web & Mobile App Development****2018 | Grade: A***Saylani Mass I.T. Training, Karachi***Intermediate - Pre-Engineering****2014***Govt. Jinnah College***Secondary School Certificate (SSC) - Science****2011 | Grade: A-***Happy Palace Grammar School*