

Alina Fatima

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EDUCATION

Lahore University of Management Sciences

Bachelor of Science in Computer Science, Graduated with 'High Merit'

Lahore, Pakistan

Sep. 2014 – Jun. 2018

EXPERIENCE

Senior Software Engineer

April 2025 – Present

Motive

SF, CA

- Architected the inaugural onboarding experience for the Workforce section of the **Motive app**, directly increasing revenue growth by integrating strategic upsell touchpoints for premium features
- Engineered comprehensive workforce management modules, including driver information, timecards processing, and document qualification templates

Lead Software Engineer (part-time/consulting)

Oct. 2024 – Oct. 2025

Deosai

Lahore, Pakistan

- Built React interfaces to manage patient data, **streamlining extraction and categorization of doctor-patient transcriptions at Shalimar Hospital**
- Developed a **scalable microservice using AWS Lambda, SQS, and DynamoDB** to integrate SensAI, an AI-driven clinical assistant, with hospital systems for reliable data flow
- Led research to detect anxiety and depression through Urdu conversational analysis, **processing 400+ patient interactions and preparing data for AI diagnostic models**

Tech Lead/Senior Software Engineer/Product Engineer

Feb. 2024 – Feb. 2025

Kollegio AI

Stanford, CA

- Drove product and engineering quality across a company that secured **\$750k in funding**, spanning architecture, performance, and process
- **Cut build size from 11 MB to 1.59 MB** via code-splitting, lazy loading, and a CDN for images and Lotties, significantly improving load performance and SEO rankings
- Introduced **React Query and Jotai** for server-side data management and **app-state management, removing prop drilling and adding error boundaries** for stability
- Shipped an **AI-powered essay editor**, planner, college-details, dashboard, and scholarships pages, resulting in a **50% increase in user engagement**
- Built cross-browser/device test coverage and **A/B testing with Mixpanel, PostHog, and Sentry, cutting critical bugs by 90%**

Software Engineer

Jan. 2022 – Mar. 2024

Retailo Technologies

MENAP region

- Implemented new features and improvements for web and mobile apps used by **30k+ monthly active users**, enhancing usability and performance
- Achieved **4-hour daily time savings per worker and a significant reduction in fuel costs** by implementing the **front-end interface and backend API integration** for the order cancellation feature
- Streamlined the **sign-in flow** for the Retailo app by adding multiple login options (password and OTP), resulting in **improved user convenience, stronger fraud prevention, and full ZATCA compliance**
- Introduced a cost-saving solution by replacing **Google Maps API** with **react-native-device-country**, resulting in **\$200+ base price cost savings for only 28k map loads per month**
- Played a pivotal role in consolidating diverse frontends into a unified web portal, **facilitating the company's transition to a SaaS model, resulting in \$8,000 revenue growth**
- Developed map UI to visualize order data on a map within clusters and territories while concurrently crafting APIs, optimizing performance to **seamlessly handle an order volume surge from 1,000 to nearly 12,000**
- Implemented Firebase event tracking to provide data analytics to product and business teams, **reducing their reaction time by weeks**
- Engineered backend APIs to route users to the app via deep links, resulting in a **5% increase in user engagement**
- Led the development of a performance analytics tool, integrating the creation and tracking of rebate contracts for **real-time visibility of business performance and 100% accurate reporting of margins**

Solutions Engineer

Jan. 2021 – Jan. 2022

Unlayer (YC W22)

San Francisco, CA

- Created Kitchen Sink to showcase Unlayer Editor functionalities, causing a **50% boost in customer conversion**
- Improved **customer success by 80%** by creating client-driven examples using **VanillaJS, React, and Angular**

Senior Developer Advocate

Sep. 2018 – Dec 2020

Educative, Inc

Seattle, WA, Lahore PK

- Spearheaded initiatives including course creation, interviews, and mentoring to successfully establish a productive workflow, resulting in weekly course launches and revenue growth from **\$ 0.55M to \$4.2M in just two years**
- Constructed virtual custom environments for **10+ technologies, including MongoDB, Firebase, and MERN stack** using **Docker**
- Orchestrated the launch of Educative's SEO campaign by **managing a team of 20+ Developer Advocates**

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, C++, Python, Go, HTML/CSS

Frameworks/Libraries/Technologies: React, React Native, Redux, Next.js, Remix, NodeJS, AngularJS, NestJS, Express, Android, Docker, Git, Figma, FastAPI, JIRA, GitHub, GitLab, Google Analytics, Postman, React Query, Jotai, Mixpanel, Posthog, Tailwind, Chakra UI, Material UI, GraphQL, Amazon Lambda

Databases and Testing: MySQL, PostgreSQL, MongoDB, Firebase, Jest, Cypress, Appium

PROJECTS

Sequo — *Vite, WebSockets, NodeJs, MongoDB*

- A real-time multiplayer web-based board game based on the classic Sequence game. Players can create games, invite friends, and play together using WebSocket connections for instant updates and seamless gameplay.

Quran Explorer — *Next.js, Quran Foundation APIs*

- Built for the Quran Foundation Hackathon: a Quran engagement app with gamification, a reading timeline, vocabulary tools, and an explore graph, syncing bookmarks/collections via the Quran Foundation User API.

Zucky AI — *FastAPI, OpenAI, React, JavaScript, Tailwind*

- Built an AI chatbot with FastAPI, React, and OpenAI, featuring sleek UI via Tailwind CSS and real-time responses

Quran 3D — *Vite, React Three Fiber, Three.js, @react-three/drei, maath*

- An immersive, interactive web experience that transforms the Quran into a beautifully rendered, flip-through 3D book featuring Arabic script and English translations

Currency Converter App — *React Native*

- Mobile currency converter application with dynamic theming