Sidra Rasool

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Software Engineer

Dynamic and detail-oriented Senior Software Engineer with extensive experience in developing innovative web applications and AI-based solutions. Proficient in using modern frameworks such as React, Node.js and Express.js to create highly responsive and user-centric interfaces. Demonstrated expertise in JavaScript and TypeScript for robust and scalable software development. Proven track record of maintaining high code quality through CI/CD pipelines with GitHub Actions and version control with Git. Skilled in database management with MongoDB, and SQL Databases. Known for effective collaboration and mentorship, having successfully onboarded and trained multiple interns. **Proven Expertise in:**

- **Programming Languages:** JavaScript, TypeScript, Python
- **CI/CD:** GitHub Actions
- **Front-end Development:** HTML/CSS, Material UI, Tailwind CSS
- **Problem Solving & Debugging:** Troubleshooting, Performance Optimization

- **Web Frameworks:** React, Next.js, Node.js, Express.js
- **Database Management:** MongoDB, SQL (e.g., MySQL, PostgreSQL)
- **APIs & Integration:** RESTful APIs, Third-party APIs (e.g., Twilio, Google Business API, OpenAI)
- **Cross Functional Collaboration**

- **Version Control:** Git
- **Testing Frameworks:** Jest, Cypress, CircleCI
- **Software Development Best Practices:** Agile Development, Code Review, (CI/CD)
- **Project Management**

Career Experience

Software Engineer, RipeSeed, Lahore, PK   10/2022 to Present

Developed and enhanced AI-driven Chrome extensions, leveraging the MERN stack and OpenAI APIs to continuously improve functionality and user engagement. Led the implementation of **AI**-powered features on Next.js, transforming concepts into interactive story workbooks for Kinderbeez, ensuring educational content remained engaging and effective. Engineered and optimized email scheduling systems, utilizing the MERN stack, Pub/Sub, and OpenAI APIs to automate and streamline communication processes, enhancing operational efficiency.

- Achieved over **10K+** active users for the AI-based content generation Chrome extension.
- Deployed multiple web applications on AWS EC2 and EBS following completion of an AWS training program
- Successfully migrated a website to a new business model and tech stack, improving operational efficiency for Movezly.

Associate Software Engineer, DeltaLabs, Lahore, PK   9/2021 to 9/2022

Developed and maintained the Clinical Effectiveness Content Management Tool (CECM) using React, Ruby on Rails, and Apollo GraphQL for hospitals such as Arkansas Children's Hospital and Eisenhower Hospital. Designed and implemented interactive data flow diagrams using jsPlumb and react-flow, facilitating clear visualization and tracking of updates over time. Integrated Twilio for seamless email and SMS content sharing, conducted front-end testing with Jest, CircleCI, and Cypress to ensure application robustness, and mentored interns to support their professional development. Conducted rigorous front-end testing, ensuring the stability and reliability of applications.

- Implemented a dynamic canvas feature, enabling doctors to create and modify data flow diagrams efficiently.
- Enhanced user experience by adding the ability to share content via email and SMS, improving communication and collaboration.
- Successfully trained and mentored multiple interns, facilitating their integration into the development team and contributing to project success.

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Projects Accomplished

ProfilePro:- Developed and led the creation of ProfilePro, a Chrome extension that optimizes Google profiles with automated replies and creative posts. Achieved over 10K active users and a 4.9-star rating by implementing a seamless UI, integrating modals, and enhancing payment flows.

- **Link**:-https://chromewebstore.google.com/detail/profilepro-ai-seo-tool-fo/gllhamnkpecmfhgdbildlgbbopofnnoe?hl=en

KinderBeez: - Collaborated with a team of 3 developers to build the platform. Implemented the user input flow and story/image generation using Next.js and Tailwind CSS. Developed extensive prompts for various story types to enhance AI understanding via OpenAI APIs. Created a feature to generate storybooks and convert them to PDF for download. Enhanced SEO by implementing Sitemap and robots.txt

Curbside Health (CECM): - Played a key role in the development of CECM, a clinical content management tool for major US hospitals. Designed interactive data flow diagrams and real-time collaboration features, significantly improving clinical workflow efficiency.

Upcatch.io: - Co-developed Upcatch.io, an email scheduling Chrome extension that uses AI to generate follow-up emails and schedule them for later. Implemented the front end in React and integrated key features into Gmail, achieving seamless email scheduling and AI-driven follow-ups.

Twilio Video Chat: - Developed and deployed a robust video chatting application using Twilio, featuring multi-user conference call capabilities for up to 20 participants. Implemented user invitation functionality via unique codes or links, ensuring seamless communication experiences. Deployed and maintained the application on Vercel for efficient accessibility and performance.

pAIge: - Co-developed pAIge, a content generation and automation tool for Google businesses, attracting 500 users during beta testing. Implemented front-end designs and integrated third-party services, leading to significant improvements in business visibility and rankings.

- **Link: -** https://app.localmarketingmanager.com/

Llamaedu: - Briefly contributed to Llamaedu, a website with 50 AI assistants to help educators plan and organize classwork, activities, and assessments. Implemented front-end designs using Tailwind and integrated APIs with apisauce, enhancing the functionality and user experience.

- **Link**: - https://www.llamaedu.com/

Education & Credentials

Bachelor of Computer Science, University of the Punjab (PUCIT), Lahore, PK

Awards & Achievements

ICPC Topi Silver Medal (2021 | 2022**)**