

Ateeb Asif

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Full-stack Engineer with technical leadership experience, specializing in UI/UX, scalable backend systems, and AI-driven automation. I drive end-to-end delivery of high-quality web applications and intelligent automation solutions, adept at integrating complex APIs and managing cloud deployments. Committed to building and mentoring healthy engineering teams that achieve delivery excellence and continuous improvement.

Work Experience:

Lead Web Developer

Feb 2022 - Present

Studio93

- Led the full-stack development and launch of multiple client-facing applications, including the **Reset App, Grounds App, and Standard**, ensuring robust, user-friendly interfaces from design to deployment.
- Built and managed comprehensive payment and subscription systems using Stripe, integrating webhooks and RevenueCat APIs to ensure secure transactions and centralized revenue tracking and subscription management across multiple platforms.
- Developed custom e-commerce platforms for **Origins, My Fit Food, and Grounds Merch** using Next.js and Shopify's GraphQL Storefront API, optimizing for performance and a seamless shopping experience. For **My Fit Food**, also implemented **Prismic CMS for content management and Shopify authentication**.
- Engineered scalable backend APIs with Node.js, Express, and Firebase Cloud Functions, supporting user authentication, data management, real-time updates, and full Stripe payment integrations with webhooks across various applications.
- Developed and launched an **AI-powered Workout Program Builder** for Playbook Coaching and internal systems, enabling personalized workout plan generation via AI chat and providing a highly customizable interface with features like Excel-like editing, drag-and-drop reordering, and data export (JSON/CSV).
- Built the **Playbook Coaching** onboarding application for creators in fitness niche.
- Integrated diverse third-party APIs (Klaviyo, AppsFlyer, Prismic) to enable personalized marketing, analytics, and content management.
- Managed data migration for existing users for Reset and Standard applications, rebuilding systems for refined, better-performing data structures and seamlessly migrating Stripe subscriptions to new platforms.

JavaScript Developer (MERN Stack)

Feb 2021 - Feb 2022

Pursue Today

- Created the "wide-spread-admin" front-end for the admin panel, featuring various components like tables, graphs, detailed lists, and custom dynamic forms to enhance user experience.
- Engineered the data table UI with robust features, including search functionality and complex multi-filter options using GraphQL queries.
- Developed a code formatter and linter utility app using Prettier and Linter API's.

Software Developer

Oct 2020 - Feb 2021

Cubixl Inc

- Developed UI/UX and advanced data visualization components. Implemented a Ledger import system catering to shipment companies, streamlining order tracking and customer management.

Freelance Projects:

Poker Profiles - Hand Tracker, Replayer & Bankroll Management

- Built a comprehensive web application for poker enthusiasts, offering real-time hand tracking, an interactive hand replayer, profiles creation and management and a bankroll management system.
- Implemented complex functionalities including real-time data handling for player actions and community cards, and logic for step-by-step hand record and playback.

Leads Automation (Automation Project)

- Developed an automation script to organize and segment Salesforce lead data for recruitment companies, it Processed thousands of daily dial records, assigning quality labels to identify high-potential leads, improving decision-making and reducing operational costs.
- Implemented logic for handling name switches, updating existing leads and creating new ones to maintain accurate history.

VIN SMS Lookup Automation

- Developed an SMS automation flow for a car dealership, integrating Twilio SMS, Zapier, and custom webhooks to retrieve vehicle information from a Caspio database via VIN text.

Automated Call Transcript Summarization

- Created an automation flow for a recruitment company, integrating Zapier and ChatGPT to generate concise summaries from Rev API call transcripts, streamlining insight extraction to Google Sheets.

Personal Projects:

Work Buddy - Raycast Local AI Assistant

- Created a Raycast extension that integrates local AI models using (Ollama) for private chat and context-aware conversations (Retrieval-Augmented Generation - RAG) keeping everything local.
- Developed a local backend using NodeJS, ExpressJS, Docker, PostgreSQL, and pgvector for efficient RAG functionality from user-uploaded documents.
- Managed diverse file type processing and embedding generation for AI-driven conversations.

Readifyr - EPUB Reader PWA

- Designed and built a Progressive Web App (PWA) for an immersive and customizable EPUB reading experience.
- Implemented local storage with IndexedDB (Dexie.js) to manage book files, user settings, and reading progress for offline access and fast performance.
- Created a feature-rich reader interface with live table of contents, multi-color annotations, customizable typography, and comprehensive theming.

Education:

Bachelor's of Computer Science

University of Lahore

Aug 2016 - Aug 2020

Skills:

Javascript, Typescript, ReactJS, NextJS, NodeJS, ExpressJS, GraphQL, Firebase, GCP, MongoDB, Shopify, n8n, zapier