Obaid Ashfaq *Ruby on Rails Developer*

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Profile

With over 5 years of experience, I'm a results-driven Senior Software Engineer focused on backend systems, performance optimization, and data integration. I enjoy solving complex problems, enabling offline capabilities, and reducing system load through smart caching. I write clean, maintainable code and collaborate well across teams. My core tools include Ruby, Rails, Elixir, Python, and modern infrastructure technologies.

Projects

Signal ⬀
- Implemented shared **Redis caching** for reusable entities (e.g., sites, franchises, checkpoints, templates, users), reducing inter-service API calls by **60%** and improving overall application response times by **25%**
- Developed a comprehensive lead ingestion and enrichment system using **Costar, ALN, ZoomInfo**, and **KQL** over **Microsoft ADX**, deduplication, merging, filtering, and **HubSpot** integration.
- Enabled offline syncing by implementing backend support for bulk-fetching templates, sites, and franchises, leveraging **WatermelonDB** compatible techniques to optimize data delivery and consistency for mobile clients

Ministerial Development ⬀
- Migrated sensitive data storage from plain text to **encrypted credentials** using Rails' built-in encryption and a custom retrieval class, improving security and flexibility.
- Upgraded the Rails application and dependencies to their latest versions, enhancing stability, performance, and security compliance.
- Managed deployments on **AWS** via **Elastic Beanstalk**, ensuring smooth and reliable feature rollouts.
- Created and maintained clear technical documentation to support development, onboarding, and project transparency.

Automation Application
- Developed an automation application using **Sinatra**, a lightweight Ruby framework, to streamline development workflows.
- Automated task updates in **Jira** and **Trello** based on branch and pull request activity, reducing the need for manual input.
- Parsed branch names from PR commits using naming conventions to trigger relevant workflow actions.
- Integrated **Slack** notifications for review app creation and staging deployments, enhancing team visibility.
- Utilized **Heroku** as the cloud platform for deployment and orchestration of automation tasks.
- Created **Rake tasks** to monitor commit activity and detect stale pull requests based on inactivity.
- Successfully automated the entire workflow, significantly improving operational efficiency and database interaction for the customer.

Tools

Sinatra | Ransack | Sorbet
Sinatra is a DSL for quickly creating web applications

git | eb | heroku-cli | rvm
A distributed version control system

RSpec | Capybara | FactoryBot | SimpleCOV
Testing with coverage, mocking and stubbing

Active Admin | Devise | Pundit | VCR
Mostly used gems in rails development

Ecto | Gigalixir | Tail recursion | Enum
Proficient in Elixir based tools & technologies

Elixir | Erlang Process Model
Proficient knowledge of Ruby and Elixir

Professional Experience

2022/03 – present	**Tkxel - Senior Software Engineer**
	- Led initiatives to enhance data security by transitioning from plain-text to encrypted credential storage, demonstrating ownership and a proactive approach to best practices.
	- Upgraded legacy systems and dependencies, improving overall application performance and ensuring long-term maintainability.
	- Mentored junior developers, providing code reviews and architectural guidance to support team growth and product quality.
2020/09 – 2021/11	**ExDevs - Full Stack Developer**
	- Applied test-driven development and background job processing (Sidekiq), enhancing code reliability and system scalability.
	- Integrated structural design patterns (Adapter) to support third-party services, displaying adaptability and design thinking.
	- Balanced full-stack responsibilities with effective time management, often coordinating directly with stakeholders to prioritize tasks and deliver features.
2019/11 – 2020/08	**AntonX - Ruby Developer**
	- Developed and deployed microservices using Ruby and Python, streamlining manual workflows and reducing operational overhead.
	- Delivered fast, cloud-based solutions using Heroku, demonstrating efficiency in cloud deployment and dev-ops basics.
	- Took initiative in identifying process bottlenecks and automating routine tasks, showcasing problem-solving and innovation.

Education

2019/08	**BS Computer Systems Engineering**
Peshawar, Pakistan	*University of Engineering and Technology* ⎋