

Ali Fadda

Senior Software Backend Engineer

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OBJECTIVE

Senior software engineer with a solid backend track record and recent work on AI products. I take rough direction from product or engineering leads and ship it: NestJS APIs, Temporal workflows, LLM integrations, Angular UI.

Last role was Creativo, an AI marketing startup on GCP/Firebase. I worked across media generation, social and ad automation, landing pages, and a RAG assistant. Before that: backend systems at Taager, VIWELL, and Boxit (Kafka, PostgreSQL, AWS).

AWS Certified Cloud Practitioner.

STRENGTHS AND EXPERTISE

- **Languages & frameworks:** Node.js, TypeScript, NestJS, Kotlin, Spring Boot, Angular
- **Architecture:** Domain-Driven Design (DDD), Clean Architecture, Event-Driven Architecture
- **Cloud & infra:** AWS (S3, EC2, Lambda), GCP, Firebase, Docker, Kubernetes, ArgoCD
- **Data & messaging:** PostgreSQL, MongoDB, Elasticsearch, Apache Kafka
- **Observability:** Prometheus, Grafana, DataDog, New Relic
- **AI:** Temporal, LLM integrations, RAG, Prompt engineering, AI APIs

PROFESSIONAL EXPERIENCE

Creativo AI — AI marketing platform

Senior Full-stack Software Engineer · October 2025 – June 2026

- Worked on AI media pipelines: image generation (Fal.ai, OpenAI), voice/TTS (ElevenLabs), lipsync video (HeyGen), and generating/editing images, video, UGC, captions, and audio. Long-running jobs ran through Temporal AI Agents with status tracking in Firestore; wired backend workflows to the Angular UI, calling Gemini, OpenAI, or Fal.ai depending on the job.
- Contributed to social publishing and Meta ad flows: content planning and scheduling, multi-platform posting via Ayrshare; AI-generated ad copy and creatives with audience targeting.
- Built AI landing page generation (Temporal workflow, LLM layout and HTML, hosted URLs, GTM/Meta Pixel) and connected those pages as ad destinations for lead capture.
- Worked on a RAG-based brand assistant (document chunking, embeddings, retrieval in Firestore) and the comms agent (text and voice chat, intent handling via ElevenLabs).

Boxit — Storage Logistics & Warehousing

Senior NestJS Engineer · January 2025 – October 2025

- Boosted performance of two critical APIs by 20x and 50x, drastically improving response times.
- Designed and launched a multi-stage project with a production-ready CI/CD pipeline using AWS, Docker, and GitHub Actions.
- Developed a scalable cron job microservice for automating operations, with a flexible configuration layer.
- Integrated legacy systems with DataDog for end-to-end observability.
- Led the integration of Tap Payments, streamlining the payment process.

- Mentored junior developers and collaborated with stakeholders to deliver features from design to deployment.

VIWELL — Wellness and Fitness Services

Senior Backend Engineer · June 2024 – January 2025

- Engineered Kafka-based microservices for core app functionalities using NestJS, PostgreSQL, and Elasticsearch.
- Implemented Kubernetes jobs to handle background processes and data syncing.
- Worked closely with mobile and frontend teams to deliver seamless end-user experiences.

Taager — E-Commerce

Senior Node.js Developer · December 2020 – April 2024

- Built a product recommendation engine using AWS Personalize, boosting merchant engagement and orders.
- Developed an auto-dialer system, doubling order confirmation speed via Node.js, TypeScript, MongoDB, and E2E testing.
- Enhanced customer communication with Apache Pulsar-based Notification Service and Unifonic integration.
- Created a shipping allocator microservice using Kotlin, Spring Boot, PostgreSQL, aligned with DDD principles.
- Rapidly promoted for exceptional delivery and cross-functional collaboration.
- Worked side-by-side with DevOps team to deploy and monitor services using ArgoCD, Prometheus, and Grafana.