

MEHBOOB ALI

Principal Full-Stack / Product Engineer | Ruby on Rails + React | SaaS

Lahore, Pakistan | imehboobali@outlook.com | linkedin.com/in/mehboobali98 | github.com/mehboobali98

PROFESSIONAL SUMMARY

Principal Software Engineer with 5+ years building customer-facing SaaS products across Ruby on Rails backends and React product surfaces. Backend-heavy full-stack engineer who works closely with Product and Customer Success, owns features from problem definition through release, and leads teams delivering large product initiatives. Strong in platform architecture, APIs, data modeling, performance, integrations, and product execution.

TECHNICAL SKILLS

Languages: Ruby, JavaScript, Go, SQL

Frameworks: Ruby on Rails, ActiveRecord, React

Product Engineering: REST APIs, SaaS architecture, workflow automation, data modeling, analytics, integrations, performance optimization

Domains: ITSM / Service Catalog, CMDB / IT Graph, Software Asset Management, MDM / device discovery, AWS cloud integration

Tools: Git, Sentry, Airbrake, Brakeman, Bullet, Cursor, Claude Code

PROFESSIONAL EXPERIENCE

7Vals / EZO

Lahore, Pakistan

Principal Software Engineer

Jul 2026-Present

Product engineering, technical leadership, architecture

Work across Engineering, Product, and Customer Success on complex product decisions, technical escalations, and improvements informed by customer feedback.

Lead architecture and delivery while remaining hands-on with implementation, code review, mentoring, and production problem-solving.

Senior Software Engineer

Jul 2024-Jul 2026

Full-stack product delivery / technical lead

Led an approximately 8-engineer team delivering a no-code Workflow Automation platform, coordinating backend runtime capabilities and customer-facing workflow experiences across multiple phases.

Led a 5-engineer CMDB / IT Graph initiative that shipped in about seven months, including relationship modeling and n-level exploration across configuration items.

Led a 2-engineer AWS Cloud Integration project from technical design through delivery while contributing directly to implementation.

Helped take Software Asset Management from backend usage metering to customer-facing Shadow IT, utilization analytics, widgets, and KPIs.

Delivered procurement and enterprise integrations and regularly partnered with PMs on scope, tradeoffs, and product improvements.

Software Engineer (L2)

Jan 2023-Jul 2024

Full-stack SaaS engineering

Built the initial Service Catalog / ITSM capability and helped evolve the Zendesk-integrated customer experience.

Owned Peripheral Device Discovery from specification through implementation and go-to-market enablement.

Built MDM lifecycle features around device deletion, retirement, identity, and reconciliation across multiple discovery sources.

Delivered the product's AWS Marketplace integration and extensions to the audit/history experience.

Software Engineer

Aug 2021-Jan 2023

Ruby on Rails / product engineering

Reduced a critical device sync pipeline from 12-15 hours to under 1 hour through batching and query optimization.
Designed and built a foundational audit-trail engine and delivered reporting, analytics, performance, and security improvements across multiple SaaS products.

PRODUCT & CUSTOMER COLLABORATION

Serve as a trusted technical escalation point for Customer Success, regularly discussing client issues, gathering feedback on newly released features, and joining customer calls when deeper engineering context is needed.
Proactively suggest product improvements to PMs based on production behavior, customer feedback, engineering constraints, and opportunities observed while building features.

OPEN SOURCE / DEVELOPER TOOLS

rmine - Go
Built an open-source Redmine CLI used for issue, project, and time workflows and integrated with coding-agent skills.
bitwise_attributes - Ruby / Rails
Built an ActiveRecord library for compact bitwise flag attributes with generated APIs, scopes, validation, tests, and CI.

AWARDS & RECOGNITION

Model Software Engineer Award | Precision Engineer Award | Beautiful Code Writer Award (2x) | Rising Star Award

EDUCATION

National University of Computer and Emerging Sciences (FAST-NUCES) Lahore, Pakistan
Bachelor of Science in Computer Science | 2017-2021
Graduated with distinction; multiple Dean's Honor List recognitions.