

Daniyal Khalid

Full-Stack Product Engineer

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SUMMARY

Full-stack product engineer with 6 years shipping complete products for UK remote teams. Owns conversion-critical surfaces on SuperViral (tens of thousands of monthly users) and built Foodie from scratch — Next.js, TypeScript, Supabase, and AWS ECS pipelines — in a 4-person company.

SKILLS

Languages: TypeScript, JavaScript, SQL

Frontend: React, Next.js, Tailwind CSS

Backend: Node.js, Fastify, REST, webhooks

Data: PostgreSQL, Supabase, MySQL, Prisma

Cloud: Docker, AWS (ECS, Lambda, S3, EventBridge), CI/CD

Product: Amplitude, conversion instrumentation, LLM-assisted workflows

EXPERIENCE

Full-Stack Engineer, Etra Ventures

Aug 2023 – Present

Remote · London, United Kingdom

- Own checkout and conversion funnels on SuperViral, a high-traffic social-commerce product with tens of thousands of monthly users; instrument Amplitude events and iterate UK checkout experiments.
- Ship SuperViral product surfaces — checkout, funnels, and order flows — with Amplitude instrumentation, deployed on AWS ECS with Docker and webhooks.
- Built Foodie from scratch in a 4-person team: Next.js 16, TypeScript, Supabase (auth, RLS, migrations), and a Fastify worker on ECS for video extraction, embeddings, QC, and Places sync.
- Shipped Almo, a Next.js meditation and journaling app with NextAuth authentication.

Full-Stack Developer, Agnovate Consulting (Pvt) Ltd

Mar 2023 – Aug 2023

Lahore, Pakistan

- Delivered a MERN MVP for a sugar-mill agri team that replaced spreadsheet-based field monitoring with a single operational web app.

Software Engineer, Khaleef Technologies

Apr 2022 – Mar 2023

Lahore, Pakistan

- Designed and shipped a headless CMS in Next.js against MySQL for Cricwick content operations — still in production years later.
- Built a lead-generation landing page for a Du Telecom CRM at dubusinessplan.com.

Junior Software Engineer, ArhamSoft (Pvt) Ltd

Apr 2021 – Jan 2022

Lahore, Pakistan

- Shipped MERN marketplace features for livestock trading and an NFT music store across multiple production codebases.

EDUCATION

BS Computer Science, FAST — National University of Computer and Emerging Sciences

2020

Lahore, Pakistan