

MANSHOOR AHMAD SIDDIQUI

Technical Lead | SaaS, AI & ERP Platforms | TypeScript · Node.js · React · AWS

Ras Al Khaimah, UAE (open to relocation or remote work)

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PROFESSIONAL SUMMARY

Technical lead with 15+ years in software development; has led engineering teams since Nov 2019 and currently leads 5 engineers across 3+ time zones on 10+ marketing and AI video SaaS products used by 5,000+ customers. Owns delivery end to end, from planning and architecture to release sign-off and production. Part-time, also runs a Dubai software studio, consults on a UAE construction ERP and co-leads a UAE agency's SaaS. Generative AI in production since 2022: LLM agents, agentic workflows and multi-agent orchestration (orchestrator, reviewer, judge, QA and UI agents); daily Claude Code, Codex and Cursor.

KEY ACHIEVEMENTS

- On an AI video platform producing 2,000–2,800 renders a month, cut render time from 20–30 minutes to about 3 minutes on a GPU server and reduced server load; led its render-pipeline redesign for the new Remotion editor.
- Founded TuringEdge Software Design (Dubai, 2025) and built AutoBay (pre-launch), a 25-module multi-tenant SaaS ERP for GCC workshops with Arabic RTL, PostgreSQL row-level security and 280+ automated test files.
- As lead consultant to a UAE construction company, lead a developer extending its Odoo 17 ERP (40+ custom modules) with WBS / BOQ, subcontract and UAE payroll modules.
- Since 2022, took generative AI features to production, from script, image and audio generation to LLM agents (OpenAI, Claude, ElevenLabs, PlayHT, fal.ai), with retries, fallbacks and monitoring.

SKILLS

Leadership & Delivery: Team leadership across time zones, onboarding and mentoring, Agile delivery, planning and prioritisation, release management, architecture governance, code review, incident management, stakeholder management

Languages & Frameworks: TypeScript, JavaScript, PHP, Python, SQL, Rust, Swift; Node.js, Express, NestJS, React, Next.js, Laravel, CodeIgniter, Remotion, Tauri

AI & Agents: Claude API, OpenAI API, Gemini, LangChain, LangGraph, RAG, MCP servers, Whisper, ElevenLabs, fal.ai

Data & Cloud: PostgreSQL (row-level security), MySQL, MongoDB, Redis, BullMQ, RabbitMQ, Supabase; AWS (S3, Lambda, EC2), Docker, Nginx, Linux, OAuth 2.0 / JWT, CI/CD (GitHub Actions), Sentry, Prometheus, Grafana

ERP & Payments: Odoo 17 (ORM, OWL, QWeb, payroll, accounting), Stripe Connect, PayPal, WhatsApp Business API

AI Tooling: Claude Code, Codex, Cursor, Pi, Hermes, DeepSeek; Ollama, LM Studio, multi-agent orchestration, agentic workflows

PROFESSIONAL EXPERIENCE

Senior Developer | technical lead responsibilities since Nov 2019

Jun 2016 - Present

Strategic Marketers (Real Strategic, Inc.) | Jupiter, Florida, USA (Remote)

US digital-marketing company whose software arm builds SaaS products for agencies and small businesses: AI video creation, ad and banner builders, reputation management, social media and lead generation.

- Lead a team of 5 engineers across 3+ time zones on 10+ products used by 5,000+ customers: assign and prioritise work, review every change, mentor developers, onboard new engineers and hold releases to their deadlines.
- Own platform architecture and production on Linux and AWS (Nginx, Docker, S3 / CDN, Sentry); run incident triage and root-cause analysis, and work directly with the support team to resolve customer escalations.
- AI video platform: led the render-pipeline redesign connecting the PHP builder to the new Next.js + Remotion editor on AWS Lambda, adding durable dispatch, retryable ready callbacks and watchdog recovery.
- AI content platform (LangChain / LangGraph, RabbitMQ): led the internal team's AI quality work: a 718-prompt versioned registry with drift checks before merge, Planner / Builder LLM contracts, golden datasets, LLM-as-judge scoring, regression suites gating prompt releases, Langfuse observability.
- Built the social-calendar model evaluation: no-go criteria fixed before any paid run, an in-process harness, LLM-as-judge scoring across models with seeded defects, and per-run cost metering.

- Delivered revenue systems: usage-based credit billing (subscriptions, pay-as-you-go, audit reports) and white-label hosting with custom domains.
- 2016-2019: built its ad and banner builders, reputation reports, social tools and landing pages (PHP, JS, MySQL).

Founder & General Manager

Dec 2025 - Present

TuringEdge Software Design FZCO (own business, part-time) | Dubai Silicon Oasis (IFZA), UAE

- Develop AutoBay (autobay.io), a multi-tenant SaaS ERP for UAE / GCC automotive workshops: jobs, parts, invoicing, accounting, HR, customer portal, WhatsApp notifications, AI add-on, English and Arabic RTL.
- Client Sky Land Construction LLC (since Jan 2026): lead consultant on its existing Odoo 17 ERP (40+ custom modules); lead a developer extending it with WBS / BOQ, subcontract, UAE payroll and compliance modules.
- Built Sky Land's React website (skylandconstruction.com) with a Supabase-backed CMS for projects, page content and media, and the Green Light Group website (greenlight-group.ae).

Technology Partner (independent, part-time)

2024 - Present

Digix Systems (UAE / UK software agency) | Ras Al Khaimah, UAE

- Co-lead a new AI-assisted social media marketing SaaS (Laravel 11 API, React SPA, Arabic RTL) with accounts, content scheduling and publishing, engagement, analytics, landing pages, QR codes and billing; building its video module.
- Consultant on client apps: Ajman Chamber of Commerce and Industry iOS app, Takaful Customer Care and Tashfa Analytics Android apps, IBS Maintenance and IBS Manager iOS apps.

Senior Software Engineer

Oct 2015 - May 2016

DesignMantic (Right Solutions.net) | Karachi, Pakistan

- Developed DesignMantic's drag-and-drop website builder (PHP Symfony2, MongoDB, Backbone.js): users build multi-page sites from templates, then host them on the platform or export them to self-host.
- Integrated PayPal Pro and Amazon Pay checkout, and built REST APIs for the web and mobile apps.

Senior Software Engineer (contract)

Jan 2015 - Aug 2015

1 Social Media Agency | Karachi, Pakistan

- Built a client's website, e-commerce store and lead-generation system, and mentored the client's developers.

Freelance Web Developer

Dec 2013 - Dec 2014

Self-employed | Karachi, Pakistan

- Built and maintained WordPress websites for a direct client.

Software Engineer

Apr 2013 - Nov 2013

Matrix Systems (Pvt.) Ltd. | Karachi, Pakistan

- Built The Blimp, a location-based social network (Codelgniter, REST APIs), and FaceKaaba (Appcelerator Titanium).

Software Engineer

Dec 2011 - Mar 2013

Invortex Technologies | Karachi, Pakistan

- Built WordPress themes and plugins, Drupal, Magento and osCommerce stores, and AppTutor maths learning apps.

Software Engineer

Apr 2011 - Nov 2011

Helium Pvt Ltd | Karachi, Pakistan

- Built and maintained the company's websites and a large number of Facebook apps.

SELECTED PROJECTS (GITHUB.COM/MANSHOOR)

- Open source: Prompter, Video Context, Proposal Automator and Antildle (Rust, Swift, React); private, demos on request: MenuBarPilot (Swift macOS menu-bar organiser).

EDUCATION & LANGUAGES

BS Computer Engineering, Sir Syed University of Engineering and Technology, Karachi | 2010

Languages: English (professional), Urdu (native)