

Junaid Farooq

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INTRODUCTION

Hello, I have been a programmer for the past 10 years in **NodeJS, Elixir, and Ruby** with an appetite to learn and try new things always, I mostly learned through R&D. I love to contribute to open-source and mostly, try to poke my nose into strange and complicated problems. I still need to know a lot of stuff but I think I have the answers.

WORKING EXPERIENCE

Lead Elixir Software Engineer

Truely.com – September 2024 - April 2026)

Responsibilities:

- Built and extended a multi-endpoint **Elixir/Phoenix** monolith (**internal dashboard**, public API, marketing site, background jobs) for **eSIM plans, fulfilment**, and **provider integrations**.
- Implemented and iterated **Telna** as a first-class provider: template sync, product/channel mapping, channel products v2 manager, and dashboard sync/resync from product-type pages.
- Owned **Telna webhooks** end-to-end (**eSIM status, package usage/alerts**, package status, **IMEI changes**) and wired usage/status into plan updates, including edge cases (e.g. ICCID resolution).
- Built **eSIM subscription sync** (Webbing/Telna flows, eUICC profile API, scheduled workers, rate-limited batch sync) and organisation-facing events for install/enable lifecycle.
- Hardened operational behavior: **cancel/suspend flows**, balance-line activation rules, **pause/resume** plans, and fixes around legacy vs unlimited plans.
- Introduced and maintained **ClickHouse-based event/analytics** (local cluster/dev setup, schema/migrations, replication fixes, CDR/NE-style naming).
- Shipped **analytics/KPI** dashboard work and related plan usage / activity improvements.
- Added **GA4 conversion tracking** and moved conversion handling onto Oban for reliable async processing.
- Added PostgreSQL **trigram fuzzy search** (queries, GiST indexes, tests) for coverage-style endpoints.
- Expanded V2 API surface (e.g. auth/login OpenAPI, orders, user eSIM APIs, pipelines) with rate limiting on sensitive endpoints (login, email checks).
- Implemented **share-group redemption** and fixes around eSIM ownership in group flows.
- Improved background job systems (**Oban**: workers, throttling for plan updates, job cleaner, Oban Web visibility).
- Strengthened security posture: signup/login **rate limits**, IP allowlisting from DB, reduced password leakage in OAuth error paths, log sensitivity filtering, and **SQL-injection** hardening called out in commits.

Senior Elixir Software Engineer

Yolo Group – B2B contract under my Legal Entity in UK (July 2024 - November 2025)

Responsibilities:

- Architected and led the development of distributed **microservices**, focusing on scalability, fault tolerance, and high-throughput data processing.
- Designed and implemented a robust search platform using **Elasticsearch/OpenSearch**, including index lifecycle management (**rollover, retention policies**) to optimize performance and storage efficiency at scale.
- Built a flexible, domain-driven search abstraction layer enabling complex, pattern-based querying across multiple indices and services.
- Developed an internal observability and analytics platform (**Kibana-like**) empowering teams to perform deep search, debugging, and operational insights across distributed systems.
- Engineered **real-time data pipelines** using Elixir/Phoenix channels and **WebSockets** to stream live updates across multiple clients and domains.
- Designed and implemented a **high-performance** analytics system leveraging **ClickHouse** for large-scale data aggregation and reporting.
- Led cross-service communication strategy using **Protobuf** contracts, ensuring type safety, backward compatibility, and efficient serialization across systems.
- Built and scaled messaging and notification infrastructure, including **Telegram bots** and **multi-tenant** broadcast systems for operators and external stakeholders.
- Drove system reliability and observability improvements by integrating monitoring patterns inspired by Phoenix

Observer and custom **telemetry pipelines**.

Senior Fullstack Elixir Contractor

Helium Health – (Islamabad Remote) (September 2021 - April 2025) 4 years

Responsibilities:

- Shipped **OpenAPI documentation** and Swagger UI so internal and partner teams could discover and integrate with the API consistently.
- Built institution bootstrap and **feature-flag surfaces** so new tenants could be onboarded and capabilities toggled per customer.
- Enabled **operational exports** (for example credits **CSV**) and developer tooling such as email previews in non-production environments.
- Delivered **institution administration APIs** covering profile, locations and clinics, roles, tariffs, tags, teams, queues, dynamic forms, lab catalog mapping, and operational audit visibility.
- Supported analytics and insights endpoints so leadership could monitor usage and operational counters from the same backend.
- Developed patient lifecycle APIs including **registration, longitudinal record, visits**, tags, **medical history**, vitals and charting, immunizations, and televisits.
- Built clinical documentation (**EMR-style entries**), templates, **referrals**, tasks, communications, and supporting clinical libraries (medication groups, investigation auto-billing hooks, WHO standards exposure).
- Implemented specialized care flows such as antenatal care, labour and delivery (including partograph-style data), and televisit co-invitations.
- Owned appointment and queue workflows including scheduling, screening, in-queue operations, and front-desk coordination.
- Delivered inpatient features: **wards, rooms and beds, admissions**, and structured in-hospital documentation (medications, fluids, interventions, notes).
- Built end-to-end lab and imaging order workflows from ordering through results, approvals, billing hooks, and external result ingestion.
- Implemented **pharmacy and inventory flows**: prescription lifecycle, dispensary operations, requisitions, and ties between clinical orders and stock.
- Developed store and **procurement APIs**: budgets, procurement orders, stock, batches, adjustments, imports/exports, and staff-facing requisition workflows.
- Extended consumables management with **storerooms**, batches, and **consumable** prescription billing paths parallel to pharmacy.
- Delivered a patient-facing portal API for profile, **booking, appointments**, claims, **attachments**, and read-only clinical/billing views appropriate for patients.
- Added realtime channels for **notifications**, queues, prior-authorization requests, and invoices so the web app could update without polling.
- Shipped broad institutional reporting and **CSV export** coverage across **clinical**, operational, **inventory**, and pharmacy domains for compliance and operations.

Senior Fullstack Elixir Contractor

Nectarine Credit – (Islamabad Remote) (September 2022 - February 2024) 2 years

Responsibilities:

- Built a **custom dynamic form system** (VR custom fields, toggle/contact fields, step-based fields, multi-file uploads, required/show logic, branchable field behavior).
- Implemented **Fingerprint/identity-risk workflows** end-to-end (visitor data capture, repeated-submission checks, IP/**fingerprint scans**, smart signals, Slack alerts, defensive error handling).
- Developed email notification settings platform (company-level settings, admin controls, parent-child inheritance, alert toggles, hotfixes across UI + API).

- Added **role/permission enhancements** (company roles, user-company role section, parent users on child company, mutation access updates, role enum additions).
- Integrated **OpenCorporates** data features (API integration, payload details, total count, result limits, manual customer support, company edit sync).
- Built opt-out/referral controls (referral opt-out links, opt-out persistence fields, follow-up mail behavior updates).
- Added application auditing and tracking (audit history for application/custom-field updates, updated timestamps, request-agent logging).
- Implemented **EIN/Federal Tax Number support** (UI, PDF export inclusion, CP display, related settings/UX changes).
- Delivered **NetSuite/external integration** work (webhook/invite flows, referral/application sync fixes, auth updates, API cleanup).
- Built **Omnichannel** improvements (attachments/emails support, auto-reply handling, cloud-convert fallback, follow-up filtering improvements).
- Added alerts and workflow guards (in-progress deny/approve alerts, referral submission duration alerts, seeker approval/denial alert controls).
- Added export/reporting enhancements (CSV export for CS data, data formatting fixes like datetime transforms).

Lead Elixir Engineer (Fullstack in NodeJS, Elixir, Ruby, Vuejs, ReactJS, Apollo GraphQL)

Evercam- (Islamabad Remote) (December 2015-June 2022) 7 Years

Responsibilities:

- Maintained **Ruby on Rails** admin and dashboard applications with **Rspec & Capybara**.
- Maintained and worked on building features in Dashboard and Admin applications written in **Ruby On Rails**.
- Maintained and built features in **Ruby Sinatra API**.
- Did a re-write of **Ruby Sinatra API** to **Elixir Phoenix API** with **GraphQL & Swagger Docs** and **Unit tests**.
- Made a huge architectural change from Monolithic to Microservices architecture, Separating Business, and Camera Logic.
- Migrated **Ruby On Rails** application to **NuxtJS (VueJS)** and Connected them with **Phoenix API**
- Created a **Ruby on Rails** application for **Computer Vision, Eyes of Things**.
 - https://github.com/EyesOfThings/Mobile_Camera_Demonstrator
- Built an outstanding tool, called Snapshot Extractor, using **RabbitMQ fan out topology** in **Elixir** using **Oban, GenServer, RMQ Publisher, and BroadwayRabbitMQ**.
- Set up **RAID & Nagios**, for physical server monitoring on **Hetzner Servers**.
- Set up and maintain **Seaweedfs** clusters for uploading Camera Snapshots.
- Built a tool to accept **Kafka** message streams using **BroadwayKafka** with decrypting messages using **Protobuf** in **Elixir**.
- Built and maintained embedded **Elixir (Nerves) software at the edge**, integrating with Phoenix backends for telemetry, device health, and field operations alongside IP camera infrastructure (**Hikvision / Axis**).
- Implemented **Hot code Upgrades** using **Distillery** in **Elixir** and **Ansible**.
 - https://medium.com/@junaid_16874/hot-upgrades-whaaaaaaaaat-29bad102795e
- Developed and Maintained microservice in **Elixir** to handle 1000+ camera workers using **RabbitMQ** with **Producer Consumer** logic and **DynamicSupervisor** with a one-to-one strategy.
- Built a tool to generate Maps using **geoJSON** and **Coffeescript** deployed on **Heroku**.
- Built and maintained **Node API** with **React** and **Apollo GraphQL** using **MongoDB**.
- Maintained services on **AWS** elastic Beanstalk, **Amplify**, **EC2**, **S3**, **Route53**, and **Lambda**.
- Worked with **PostgreSQL**, **Firebase**, and **MongoDB**.
- Implemented **Redis** cache to **Elixir/Phoenix** API to read data from the **Redis** server.
- Built and maintained **Phoenix API**, and **NuxtJS** application connection for live streaming JPEGs using Sockets and **Phoenix PubSub**, also coupled API and Microservices using **ERPC Erlang** calls.
- Created and Maintained Device management and monitoring Applications using **Elixir** and **Phoenix** ○ <https://github.com/ijunaid8989/edge-commander>

Development Executive (Javascript Engineer)

Highrise Technologies- (Islamabad Office) (August 2014-August 2015) 1 Year

Highrise was an IBM Business Partner company, Working on IBM tools IBM Security Access Manager For Web, IBM Security Identity Manager, and IBM Security Access Manager for Single Sign-On, I served for a year in Highrise as a Javascript Engineer.

Responsibilities:

- Developed and maintained a ticketing system that had 3 stages of development over a year
 - Stage 1: it was built on top of **PM2** with **NodeJS Cluster**.
 - Stage 2: NodeJS Cluster using **RabbitMQ**
 - Stage 3: NodeJS Cluster with **Redis Cache** && **Nginx Reverse proxy**.

Web Developer (NodeJS)

Websol Technologies (Faisalabad Office) (January 2012-August 2014) 2 Years

I worked as a freelancer with Websol technologies, served as a NodeJS developer mainly but also developed a few PSD to HTML websites as well.

Responsibilities:

- Developing and maintaining **NodeJS**, and **ExpressJS** API using **Mongoose**.
- Worked in **BackboneJS**, **Webpack**, **ES6**, and **Handlebars**.

Profiles:

GitHub https://github.com/ijunaid8989	https://ijunaid8989.github.io
LinkedIn https://pk.linkedin.com/in/iamjunnii	https://github.com/orgs/half-blood-labs/repositories

LANGUAGE SKILLS

English **Advanced Advanced**

Spoken Written