

Ahmed Rami Borni

Senior Software Engineer | AI-First Full-Stack | LLMs, RAG & Cloud

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Based in Doha · Transferable QID · Available immediately · On-site or hybrid · Arabic (native) & English

PROFESSIONAL SUMMARY

AI-first software engineer with **8+ years** of experience designing, building and running production software, including **3+ years at senior and lead level**. I work across the full stack: React and Next.js front ends, backend services and APIs in **Node.js/TypeScript (NestJS, Express)**, **Python (FastAPI)** and **C#.NET**, and cloud-native deployment on **Microsoft Azure** and AWS with Docker, Kubernetes and CI/CD.

I specialise in bringing AI into real products: LLM integration (OpenAI, Anthropic Claude, Gemini, Azure OpenAI), RAG pipelines, AI agents with tool calling, and Model Context Protocol (MCP) servers, with the guardrails, human review and cost controls that production needs. As founding engineer and engineering lead of Sendler.ai's AI outreach platform, I built it from the first commit, scaled it to **1M+ automated actions per day**, helped it reach **\$240K ARR within 2 months** of launch, and led a team of 5 engineers.

I've worked with international product teams in Sweden, Norway, Palestine and Algeria, delivered for enterprise clients such as **Sony Sweden and Revolut**, and built Arabic RTL interfaces and government and KYC integrations. I'm comfortable owning architecture, mentoring engineers and working directly with founders, product owners and customers.

KEY ACHIEVEMENTS

- Built Sendler.ai's AI outreach platform from scratch as founding engineer, reaching **\$240K ARR within 2 months** of launch.
- Scaled automation at Sendler.ai to **1M+ actions per day** (AI outreach platform) and **200K+ automations per day** (sales-workflow product).
- Led **three platform migrations**: BullMQ to Temporal, AWS to Azure, and Firebase to a dedicated NestJS backend.
- Took AI features to **live production**: LLM personalization, AI reply handling, RAG pipelines, AI agents and an MCP server.
- Led and mentored a team of **5 engineers** through design sessions, code reviews and shared engineering standards.
- Helped grow Sendler.ai's sales-workflow product to **\$180K ARR**, shipping 30+ features and a full UI redesign.

TECHNICAL SKILLS

- **Languages**: TypeScript, JavaScript (ES6+), Python, C#, SQL, PHP, HTML5, CSS3, Dart
- **Frontend**: React, Next.js (App Router, SSR/SSG), Tailwind CSS, Shadcn UI, TanStack Query, Zustand, Redux Toolkit, Vite, jQuery, responsive and mobile-first design, Arabic RTL interfaces, Figma to code, WCAG 2.1 AA, Core Web Vitals
- **Backend**: Node.js, NestJS, Express, Python (FastAPI), C# / ASP.NET Core, ASP.NET MVC, WPF, WCF, REST APIs, GraphQL, WebSockets (Socket.io), webhooks, OpenAPI
- **Architecture**: microservices, event-driven systems, multi-tenant SaaS, workflow orchestration (Temporal), queues and background jobs (BullMQ, Redis, Azure Service Bus, SQS), system design, architecture documentation
- **AI & LLMs**: OpenAI, Anthropic Claude, Gemini and Azure OpenAI APIs, LangChain, RAG, embeddings and vector search (Pinecone, Azure AI Search), AI agents and tool calling, Model Context Protocol (MCP), summarization, translation and classification, Voiceflow, Botpress, human-in-the-loop review
- **Databases**: PostgreSQL, MySQL, Microsoft SQL Server, MongoDB (Mongoose), Azure Cosmos DB, Redis, Amazon DynamoDB, Firebase, Prisma ORM; schema design, indexing and query optimization
- **Cloud**: Microsoft Azure (AKS, Container Apps, App Service, Functions, Logic Apps, Service Bus, API Management, Key Vault, Entra ID, Front Door, Application Gateway/WAF, Monitor, Application Insights, Log Analytics), AWS (EC2, S3, RDS, Aurora, Lambda, SQS, DynamoDB), Vercel
- **DevOps**: Docker, Kubernetes, Terraform, CI/CD (GitHub Actions, Azure DevOps), Git, monitoring with Sentry and PostHog

- **Testing:** Jest, Vitest, React Testing Library, Playwright, Cypress; unit, integration, API and end-to-end testing; cross-browser QA
- **Security:** OAuth 2.0, OpenID Connect, JWT, role-based access control, OWASP Top 10 practices, TLS, encryption in transit and at rest, secrets management, rate limiting, GDPR-aligned data handling
- **Integrations:** CRM and third-party APIs, Stripe, Twilio, n8n, government and KYC identity APIs, headless CMS (Strapi, Sanity, Contentful), web scraping and browser automation (Playwright)
- **AI-Assisted Development:** Claude Code, Cursor, GitHub Copilot, with all generated code reviewed and tested
- **Ways of Working:** Agile/Scrum, sprint planning and estimation, technical design sessions, code reviews, mentoring, Jira, Confluence

PROFESSIONAL EXPERIENCE

Sendler.ai

Sweden · Aug 2024 – Aug 2026

Founding Engineer & Engineering Lead

May 2025 – Aug 2026 · AI LinkedIn-outreach and sales-automation platform

Stack: Next.js, React, TypeScript, Tailwind CSS, Shadcn UI, TanStack Query, Zustand, NestJS, Node.js, C#/.NET, Python, LangChain, OpenAI, Claude, Azure OpenAI, MCP, Temporal, BullMQ, MongoDB, Mongoose, PostgreSQL, Redis, Socket.io, Docker, AKS, Container Apps, Azure, Vitest, Playwright, Sentry, PostHog

- Built the company's AI LinkedIn-outreach and sales-automation platform from the first commit with the founders, turning early customer conversations into a product spec, roadmap and production system; it reached **\$240K ARR within 2 months**.
- Architected the **multi-tenant SaaS platform**: a Next.js and React front end (campaigns, lead management, unified inbox, analytics, admin tools) and modular NestJS back-end services.
- Scaled automation to **1M+ actions per day**, starting with BullMQ and Redis queues and then leading the migration to **Temporal** for durable, retryable and observable workflows.
- Built the AI layer: LLM-personalized messaging, AI reply classification and handling, agentic workflows with tool calling, and a provider layer across OpenAI, Anthropic Claude and Azure OpenAI.
- Built a **C#/.NET microservice** for AI processing that runs alongside the Node.js services.
- Designed an **MCP server** exposing platform tools to AI assistants, so users can run campaigns, search leads and manage conversations in natural language.
- Designed and documented a **public REST API**, webhooks and n8n integrations so customers connect the platform to their CRMs and workflows.
- Built lead extraction and enrichment data pipelines, plus **credit-based usage metering** and per-account rate limits to control cost and protect customer accounts.
- Deployed and operated the platform on **Microsoft Azure** (AKS, Container Apps, App Service, Functions, Service Bus, Key Vault) with Docker and CI/CD, monitored with Application Insights, Sentry and PostHog.
- Built real-time features with **Socket.io**, managed server data with TanStack Query and client state with Zustand, and modelled MongoDB data with Mongoose, with indexes and Redis caching for fast responses.
- Served as technical point of contact for enterprise GTM teams at **Sony Sweden and Revolut**, troubleshooting integrations and turning their requirements into releases.
- Led and mentored **5 engineers** through technical design sessions, code reviews, written architecture docs, onboarding and agile sprint planning.
- Owned quality: unit, integration and end-to-end tests (Vitest, Playwright, Cypress) running in CI before every release.

Senior Full-Stack Engineer

Aug 2024 – May 2025 · Sales-workflow automation

Stack: Next.js, React, TypeScript, Redux Toolkit, TanStack Query, Tailwind CSS, Python, FastAPI, Node.js (Express), Prisma, MySQL, LangChain, AWS (EC2, S3, RDS, Aurora, Lambda, SQS), Azure (Functions, Service Bus), Vercel, Jest, React Testing Library, Cypress

- Worked directly with the founders and enterprise clients to turn sales-workflow problems into product requirements and shipped features, helping grow the business to **\$180K ARR**.
- Built backend services in **Python (FastAPI)** and **Node.js (Express)**, with Prisma-backed data access on MySQL.
- Designed an in-house Python queue system that scaled processing to **200K+ automations per day**.
- Ran the platform on **AWS** (EC2, RDS, Aurora, S3, Lambda, SQS), then planned and led the **migration to Azure** (Functions, Service Bus) while keeping customers running.

- Built **LLM-powered content generation** and personalization with LangChain, creating tailored outreach for each lead at scale.
- Shipped **30+ features end to end** and led a full UI redesign in React and Next.js, implemented from Figma designs.
- Managed front-end state with Redux Toolkit and server data with TanStack Query, and covered components with Jest and React Testing Library.
- Integrated CRMs and third-party APIs so customer data and campaign activity stayed in sync, and protected releases with Cypress end-to-end tests.

Senior Automation Engineer — Infokanal

Norway · Contract · Apr 2023 – Jul 2024

Stack: Python, FastAPI, LangChain, RAG, MongoDB; front end: React, Vite, TypeScript, Zustand, Shadcn UI, Socket.io

- Replaced a **manual news-monitoring process** with an AI pipeline that continuously collected content from X (Twitter), police and government press channels, and major national news outlets.
- Built **batch and streaming ingestion** with FastAPI services to clean, structure, validate and store content from many source formats.
- Added an LLM layer with **RAG and memory management** for context-aware summarization, translation and categorization of Norwegian news.
- Designed a **human-in-the-loop review platform** with multi-user, role-based access where editors review, edit, approve or reject every AI output before publishing or internal reuse.
- Built the dashboard front end in **React and Vite** with Zustand and Shadcn UI, pushing new content and review status to editors in real time with Socket.io.
- Maintained and evolved the crawlers over **15 months**, adapting to source changes and introducing new AI strategies based on editor feedback.

Software Engineer — Logikey

Umm al-Fahm, Haifa District · Contract · Apr 2022 – Feb 2023

Stack: Next.js, React, TypeScript, Redux Toolkit, NestJS, GraphQL, Prisma, PostgreSQL, Amazon DynamoDB, Amazon S3, Firebase, Jest

- Built software for a **delivery and logistics app used by truck drivers**, including routing and scheduling features.
- Rebuilt the entire front end, migrating a JavaScript React app to **Next.js with TypeScript** and full Arabic RTL support.
- Replaced the Firebase serverless backend with a dedicated **NestJS** back end exposing REST and GraphQL APIs, with a new data model using Prisma on PostgreSQL, plus DynamoDB and S3.
- Integrated government services (vehicle lookup, number identification) and **KYC identity verification APIs**.
- Managed front-end state with Redux Toolkit, wrote unit tests with Jest, and supported production fixes with the client team.

Junior Software Engineer — AB Tech

Biskra, Algeria · Feb 2021 – Apr 2022

Stack: PHP, JavaScript, jQuery, MySQL, HTML, CSS

- Built web applications and business automation tools for **multiple client companies** served by the agency, managing several projects in parallel.
- Developed backend services, REST APIs and admin dashboards tailored to each client's workflow, including Arabic RTL interfaces.
- Supported deployments, maintenance and production fixes across client projects.

Junior Software Engineer — NB Info

Biskra, Algeria · Mar 2020 – Jan 2021

Stack: C#, .NET (WPF, WCF, ASP.NET MVC), MySQL

- Built a **student management dashboard** for tracking student records and progress.
- Developed **employee attendance software** for logging and reporting staff attendance, with Arabic and English interfaces.
- Designed the databases behind both applications and handled testing and client support.

Software Engineering Intern → Junior Software Engineer — Vesceranet EURL

Algeria · May 2018 – Dec 2020

Stack: C#, ASP.NET Core, HTML, CSS, JavaScript, jQuery, PHP

- Started as an intern building web features with **C# and ASP.NET Core**, and was promoted to junior engineer.
- Developed front-end pages with HTML, CSS, JavaScript and jQuery, and backend features for client web projects.

PERSONAL PROJECTS

- **Flutter mobile apps (iOS & Android):** built cross-platform apps in Flutter and Dart that consume REST APIs, including Python/FastAPI backends and Firebase.

LEADERSHIP & COMMUNITY

- **Mentor:** mentor junior engineers and students on software engineering and AI.
- **Speaker:** talks at tech meetups on AI engineering.
- **Independent AI & technology advisor:** scoped business problems and recommended technical solutions for founders across Europe and MENA.
- **Hackathons & volunteering:** competed in hackathons and volunteered with student tech clubs.

CERTIFICATIONS

Microsoft Certified: Azure Developer Associate (AZ-204) — In progress

EDUCATION

Computer Science Studies (Bachelor's program, not completed) — University Mohamed Khider, Biskra, Algeria · 2017 – 2021

LANGUAGES

Arabic (Native) · English (Full professional)