MOHAMMAD KAZIM ZAIDI

Principal Engineer | AI-Augmented Developer | Technical Lead

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SUMMARY

I am an accomplished full-stack engineer with over 18 years of experience specializing in e-commerce product development. I have a proven track record of successfully delivering complex projects, from custom design tools to scalable marketplaces. My expertise in using AI coding agents and my strong collaboration with product teams allow me to drive both technical excellence and outstanding customer experiences.

EXPERIENCE

Principal Engineer

Jiffy.com

📅 02/2026

Jiffy.com is one of the largest online sellers of blank apparel, DTF transfers and print-on-demand products in the US

- Setting technical direction across the platform, print, and commerce systems
- Help launch Group Orders, by architecting & building a system for customers to place group orders, with proposed 50% AOV increase
- Championing AI-augmented development across the engineering team

Technical Lead Manager

Jiffy.com

📅 12/2017 - 01/2026

- Increased project efficiency by leading 2 engineering teams simultaneously while remaining deeply hands-on
- Owned 6 major product initiatives end-to-end from early brainstorming to production shipping
- Reviewed thousands of pull requests across multiple teams

Technical Lead Manager

Jiffy.com

📅 12/2017 - 01/2026

- Built the system for designing custom apparel in the browser with real-time preview rendering, which eventually was used as funnel for 100% print orders
- Led a delivery optimization initiative improving conversion by providing clear delivery expectations
- Built a platform for designers to manage their artwork with an AI-powered tagging system
- Architected a two-sided marketplace connecting customers with local designers
- Pioneered order orchestration to route orders based on supplier conditions
- Created a dynamic pricing system with tiered pricing and A/B testing
- Extended operations to support Jiffy Canada with localized needs

Senior Web Developer

5amily.com

📅 03/2008 - 11/2017

5amily was a personalized gifting store

- Built the entire e-commerce backend in Rails, with frontend iterations in Ember.js and later Riot.js
- Developed a design system for generating thousands of product variations
- Created a complete family tree platform with collaborative editing and duplication controls
- Managed an in-house email marketing platform and a Facebook Ads automation engine
- Handled site performance optimization and SEO on AWS

STRENGTHS

💡 **E-commerce Knowledge**

Deep expertise in building e-commerce systems, with a focus on print-on-demand and automation

⭐ **Product Thinking**

Strong understanding of product management and user experience, balancing technical execution with user needs

🤖 **AI-First Workflow**

Experience utilizing AI tools in software development to enhance productivity and efficiency

💡 **Automation Mindset**

Passionate about automating workflows to reduce manual work and enhance operational effectiveness

🪄 **Full-Stack Development**

Full-stack experience with proficiency in backend technologies like Ruby on Rails, and well-versed in frontend frameworks

💬 **Communication Skills**

Effective communicator with the ability to think strategically and see the big picture in product development

KEY ACHIEVEMENTS

⭐ **E-commerce Platforms Development**

Successfully architected and launched multiple e-commerce platforms that significantly enhanced customer experience and improved key business metrics

🏆 **AI-augmented Development**

Pioneered AI-augmented development methods within engineering teams to improve productivity and project outcomes

EXPERIENCE

Web Developer
ValueMax Solutions

📅 06/2007 - 03/2008

- Built two web products: Coupons4Me (coupon aggregator) and Spendwrite (local business review platform)

Summer Intern
CivicSpace USA

📅 08/2006 - 09/2006

- Worked on Ecommerce Drupal module during a summer internship, to enable on store sales for Drupal sites (2 months)

EDUCATION

B.Tech in Computer Science
Jamia Millia Islamia

📅 08/2005 - 06/2009   📍 New Delhi

Senior Secondary
Aligarh Muslim University

📅 04/2002 - 06/2004

SKILLS

Ecommerce   GitHub   Markdown

Stripe   Google Drive   Elasticsearch

Google Sheets   AB Testing   Rails

Ember.js   HTML   Caching

Email Marketing   Facebook Ads

AWS   EC2   RDS   S3

CloudFront   SEO   Drupal

Ruby on Rails   React   PostgreSQL

Sidekiq   Redis   Docker   Zoom