M. Asadullah Rashid

Senior Software Engineer | **Business Application Developer** | **Full Stack Developer** | +966 502 561 712 | asadullah.rashid.sa@gmail.com | **https://CodeWithAsad.com/** | Jeddah, KSA | **https://www.linkedin.com/in/m-asadullah-rashid/**

Professional Summary

Highly accomplished and results-driven Senior Software Engineer with 20+ years of comprehensive experience in the full software development lifecycle, from requirements gathering and database design to coding, testing, and deployment. Proven expertise in developing robust web applications using **ASP.NET Web Forms**, designing and integrating **SOAP and REST APIs**, and building scalable solutions from inception. Adept at business analysis, workflow automation, and delivering high-quality software that meets client needs and business objectives. Seeking to leverage extensive experience in enterprise solutions and system integration to contribute to innovative projects.

Core Competencies & Technical Skills

- **Programming Languages:** C#, SQL, JavaScript

- **Web Technologies:** ASP.NET Web Forms, ASP.NET Core MVC, React, HTML, CSS, jQuery

- **API Development:** RESTful APIs, SOAP Web Services, Web API, API Integration

- **Database Management:** SQL Server, Database Design, T-SQL, Stored Procedures, Performance Optimization

- **Business & Analysis:** Requirements Gathering, Business Analysis, System Design, Solution Architecture, Testing, Deployment, Project Management, Reporting, SMS Integration

Continuous Learning

- **Data Science:** Actively studying core concepts, methodologies, and applications.

- **Python:** Developing proficiency in Python for data manipulation and analysis.

- **Machine Learning:** Exploring fundamental algorithms and practical implementations.

Professional Experience

Business Application Developer / Analyst | United Yousef Mohammed Naghi, Jeddah, KSA 2014 – 2024

- Led the end-to-end development of complex web applications, from initial client consultations and requirement analysis to final deployment and post-launch support.

- Designed, developed, and maintained robust **ASP.NET Web Forms** applications, ensuring high performance, security, and scalability.

- Architected and implemented numerous **SOAP and REST APIs** to facilitate seamless data exchange between internal systems and external partners.

- Collaborated closely with stakeholders to translate business requirements into technical specifications and actionable development plans.

Systems/Web Developer | GAMA, Jeddah, KSA 2006 – 2014

- Developed custom modules and features for existing applications, enhancing user experience and functionality.

- Participated in code reviews and mentored junior developers, promoting best practices.

Systems/Web Developer | Experts Tech. Solutions, Jeddah, KSA 2004 – 2006

- Contributed to the development and maintenance of various web-based systems.

Key Projects

- **Delivery Management System (DMS)** | United Yousef Mohammed Naghi

  - **Automated and streamlined delivery request processing** from showrooms to warehouses across KSA, replacing manual workflows and significantly improving operational efficiency.

  - **Designed and developed a user-friendly application** ensuring efficient adoption across all user levels, from ground staff to higher management.

  - **Integrated with third-party service providers** via **SOAP and REST APIs**, creating dedicated portals for seamless request management and real-time data exchange.

  - **Implemented automated SMS notifications** to customers for delivery updates, enhancing customer satisfaction and communication.

  - **Generated high-level management reports**, including automated daily email distributions, providing critical insights for strategic decision-making.

  - Received widespread appreciation for improving operational flow and user experience.

- **Credit Notes Application** | United Yousef Mohammed Naghi

    - **Developed a mission-critical workflow application** that **saved the company hundreds of thousands, if not millions, of Riyals annually** by preventing fraudulent claims.

    - **Designed and implemented a comprehensive system** to track dealer stock and sales against promotional periods, ensuring compensation was claimed only for eligible items.

    - **Automated a multi-departmental workflow** involving product, sales, finance teams, and executive management (MD), ensuring compliance and accountability.

    - **Engineered a solution to cross-verify dealer claims** against actual sales data by integrating monthly stock reports, eliminating previous reconciliation challenges.

    - This project significantly enhanced financial control and mitigated substantial revenue loss.

- **Warehouse Management API |** United Yousef Mohammed Naghi

    - **Developed and implemented a real-time API integration solution** using **ASP.NET and SQL Server** to synchronize data between the internal ERP (IBM AS400 DB) and a third-party Oracle Warehouse Management System (WMS).

    - **Automated the immediate transfer of critical business data** including sales orders, purchase orders, and product information to the WMS upon creation or update.

    - **Consumed external WMS APIs** to efficiently update ERP records with real-time status changes (e.g., dispatched, shipped), ensuring data consistency and operational accuracy.

    - Significantly improved supply chain efficiency and inventory accuracy by enabling seamless, real-time data flow between disparate enterprise systems.

- **ERP Lite (WIP)** | Independent Project

    - .NET Core MVC 9: Lightweight ERP system demonstrating modern architecture and rapid development. Features robust **multilingual support with RTL (Right-to-Left) capabilities**, currently supporting English and Arabic, with easy extensibility for additional languages. https://erp-lite.CodeWithAsad.com

- **JeddahCars.net** | Independent Project

    - React + .NET Core 9: Full-stack car inventory management with secure APIs & image handling. https://JeddahCars.net/

- **Task Management System (TMS)** | Independent Project

    - React + .NET Core 9: Comprehensive task management platform showcasing full-stack capabilities. https://tms.CodeWithAsad.com/

Education

Bachelor of Science, Petroleum and Natural Gas Engineering, Middle East Technical University, Türkiye (1999)