

MUHAMMAD ASAD

Lead Full Stack Developer | Digital Transformation & Web Services

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PROFESSIONAL SUMMARY

Full Stack Developer with 5 years of experience designing, developing, and deploying scalable web applications across telecom, SaaS and enterprise domains. Skilled in **JavaScript**, **TypeScript**, and **Node.js** with deep experience in **React**, **NestJS**, **ExpressJS** and **GraphQL**. Adept at leading digital transformation projects, collaborating directly with clients, and delivering performance-optimized, cloud-native solutions on AWS and GCP.

Experienced in working in **highly fast-paced environments**, consistently delivering production-ready applications and new features **within days** through agile execution and cross-functional collaboration. Recognized for combining technical excellence with strong communication and leadership, driving end-to-end project success.

CORE COMPETENCIES

Frontend: ReactJS, Angular, HTML, CSS, tailwind, Redux, UMI.js

Backend: Node.js, NestJS, ExpressJS, Laravel, Hasura GraphQL, Serverless Framework

Languages: JavaScript, TypeScript, GraphQL

Cloud: AWS (EC2, S3, RDS, SNS, SQS, CloudFormation, Lambda), Docker, GCP(GKE, VMs, Vertex AI)

Database: MySQL, PostgreSQL, MongoDB, Sequelize ORM, TypeORM

Testing: Jest, Cypress, NightwatchJS

Integrations: Stripe, Firebase, FCM, IMAP, Twilio, Unifonic, keyCloak

Tools: Git, Bitbucket, GitHub, GitLab, JIRA, Postman, Swagger

Soft Skills: Client Communication, Technical Leadership, Agile Delivery, Team Collaboration, Problem Solving, Project Management

PROFESSIONAL EXPERIENCE

Full Stack Developer | Systems Limited (Telecom Division)

Lahore, Pakistan | Nov 2024 – Present

- Leading development for telecom digital transformation applications ensuring scalability, reliability, and client satisfaction.
- Collaborating directly with Salam Telecom (KSA) to design and deploy modern web services and micro-frontend architectures.
- Building and integrating APIs across multiple systems to support SIM activation and purchasing workflows.
- Managing cross-functional teams and ensuring secure, compliant, high-quality code delivery.
- **Tech Stack:** React, NestJS, Node.js, MySQL, GCP (GKE, VM), Keycloak.

Full Stack Developer | Code District

Lahore, Pakistan | May 2024 – Nov 2024

- **System Design and Development:** Design, develop and maintain the system using javascript, NodeJs, GraphQL, and React technologies, ensure scalability, reliability, and efficiency of the system.
- **API Development:** Build RESTful APIs and integrate with Frontend application
- **Backend Development:** Utilize GraphQL Hasura for backend development, including database management and business logic implementation.
- **Frontend Development:** Design and develop interactive user interfaces using React and UMIJs framework, implement responsive design principles and ensure cross-browser compatibility for a smooth user experience.
- **Testing and Debugging:** Write different unit tests, ensure reliability, debug and troubleshoot issues across the stack.

Tech Stack: React, UMIJs, NodeJs, GraphQL, Hasura, Postgres, AWS SQS, Mailtrap and IMAP Integration

Full Stack Developer | IdeaToLife SMC Pvt. Ltd.

Lahore, Pakistan | Dec 2022 – May 2024

- **Worked independently to design, develop, and test code:** Independently managed the entire software development lifecycle, including design, development, and testing phases, ensuring code quality and adherence to project specifications.
- **Applied change control best practices for software enhancements to minimize end-user disruptions:** Implemented change control processes and procedures to manage software updates and enhancements systematically, minimizing disruptions for end-users and maintaining system stability.
- **APIs Development and Integrations:** Design and Develop APIs using Laravel, ensuring scalability and efficiency, integrate APIs on Frontend using Angular.
- **Debugging and Testing:** Debug the issues and follow best practices to test the code.

Tech Stack: ReactJs, Angular, Laravel, PHP, NodeJs, NestJs, AWS, HTML, CSS, Bootstrap

Software Engineer | GLT Express

Lahore, Pakistan | Nov 2021 – Oct 2022

- **System Architecture development and Improvement:** Understand the deficiencies in the system and suggest and apply standards in the system.
- **Database Design:** Design the Database as per system functionality and requirements and manage database migrations and write seeds.
- **AWS Services Integrations and APIs Development:** using the serverless framework develop APIs and integrate different AWS services such as SNS, SQS, RDS, EC2 and google FCM,
- **Research and development:** Conducted research to identify technology limitations and deficiencies in existing systems and processes, facilitating informed decision-making for improvements.
- **Continuous Learning and process improvement:** Stayed up-to-date with emerging technologies and trends in software engineering, continuously evaluating and improving software development processes and methodologies to ensure high quality, efficient, and scalable systems.
- **Testing and Quality assurance:** Tested, debugged, diagnosed, and corrected errors and faults in applications, ensuring adherence to established testing protocols, guidelines, and quality standards.

Tech Stack: ReactJs, NodeJs, Serverless Framework, JavaScript, AWS

Associate Software Engineer | Genius Mind Zone

Faisalabad, Pakistan | January 2021 – Nov 2021

- **Testing and debugging:** Brainstormed with the engineering team to determine appropriate code-testing processes, ensuring the implementation of robust testing methodologies to maintain software quality.
- **Frontend Development:** Design and develop user interfaces with collaboration of UI team.
- **documentation and reporting:** Prepare and submit documentation and reports to support the development team ensuring clarity and transparency in project communication.

Tech Stack: VueJs, Javascript, cypress, NightwatchJs, Selenium, python, postman, JIRA

MAJOR PROJECTS

Dealer Self-Activation Portal - Salam Telecom

URL: <https://mobile.salammobile.sa>

- **Project Description:** The Dealer Self-Activation Portal is a digital solution that empowers authorized dealers to sell and activate SIM cards on behalf of customers, automating the activation workflow through seamless BSS (Business Support System) integration. The system ensures real-time synchronization, high scalability, and compliance with telecom regulations.
- **My Role:** As a Lead Full Stack Developer,
 - I designed and implemented the overall system architecture using ReactJS and NestJS, focusing on scalability and modularity.
 - I managed audit logging, authentication, and secure API integrations with the BSS system.
 - Collaborated directly with Salam's telecom operations and business teams to align implementation with business logic and regulatory policies.
- **Tools Utilization:** Leveraged ReactJS and NestJS to build a modular and scalable architecture, ensuring smooth dealer operations and rapid onboarding. Implemented centralized logging and monitoring to track all dealer actions. Integrated with BSS to automate SIM provisioning and ensure real-time system synchronization. Designed secure authentication and communication flows to maintain data integrity and traceability.

E-Commerce Platform - Salam Telecom

URL: <https://my.salammobile.sa/store/en/products>

- **Project Description:** A full-scale **e-commerce platform** enabling Salam Telecom customers to purchase **iPhones, smart devices, and accessories** online. The platform connects to a Magento backend managing product listings, inventory, and order processing.
- **My Role:**
 - Acted as **Frontend Lead**, driving all frontend architecture, coding standards, and integration strategy.
 - Coordinated directly with the **Magento backend team** to define and optimize API contracts.
 - Implemented **responsive and accessible UI components** for catalog, product detail, and checkout modules.
 - Mentored junior developers and ensured fast delivery in a **high-velocity agile environment**.
- **Tools Utilization:** Applied ReactJS for a **high-performance, component-driven UI** optimized for SEO and user experience. Integrated **Magento APIs** for real-time product data and order synchronization. Focused on **frontend scalability, performance, and maintainability** through reusable component libraries.

Auction System - Salam Telecom

URL: auction.salammobile.sa

- **Project Description:** A **public-facing online auction platform** allowing users to bid on **Salam's premium (vanity) mobile numbers**. The system supports real-time bidding, live updates, and automatic winner declaration at auction close.
- **My Role:**
 - Served as **Technical Lead** for frontend development and system integration.
 - Coordinated with the **Magento backend and API teams** to design and implement **real-time bidding logic**.
 - Developed **responsive auction dashboards and bidding interfaces** using ReactJS.
 - Ensured stability, security, and latency optimization for real-time user interactions.
- **Tools Utilization:** Integrated **Magento APIs** for backend synchronization and participant tracking. Designed a **performance-optimized frontend** ensuring bid updates and seamless UX across devices.

Web Self-Care - Salam Telecom

- **Project Description:**

A **comprehensive self-service portal** allowing Salam customers to manage SIM activations, plans, billing, and profile details. The platform acts as a single interface for **digital customer support and service management**.
- **My Role:**
 - Worked as a **Full Stack Developer**, handling both ReactJS frontend and NestJS backend.
 - Integrated APIs for **plan management, billing, and user profiles**.
 - Designed **authentication flows and middleware** for secure and smooth access management.
 - Collaborated with UX and DevOps teams to enhance performance and deploy cloud-native builds.
 - Collaborate with Business and Demand teams
- **Tools Utilization:**

Used ReactJS and NestJS to establish a **unified, scalable architecture** for self-care services. Applied **API caching and response optimization** to enhance performance. Deployed via GCP for **scalable and reliable operations**, supporting high daily user volume.

Barrett Values Center — Enterprise Culture & Leadership Analytics Platform

URL: <https://www.valuescentre.com/>

- **Project Description:** Barrett Values Center stands as a pioneering product for different types of large and medium scale organizations to assess cultural and leadership values for employees and leaders, offering services like conducting surveys, creating reports, history comparison reports etc.
- **My Role:**
 - Understood user requirements and designed scalable, efficient system solutions.
 - Decomposed the system into database, backend, and frontend components.
 - Performed regression and unit testing to ensure system reliability.
- **Tools Utilization:** Leveraging a robust toolkit, I proficiently employed Hasura GraphQL for fast paced system development and backend architecture, ensuring robust functionality and scalability. Data management was

facilitated through PostgreSQL, enabling efficient storage and retrieval. React and UMIJs Was used for Frontend development, Java spring-boot and .Net was used to generate Reports, authentication is handled through keycloak, system modules of the system are communicating through AWS Queues.

GoTrackr — Geo-Based Workforce & Project Tracking (UAE)

URL: <https://gotrackr.me/>

- **Project Description:** GoTrackr is a leading product in the UAE for the elevator industry, allowing contractors to manage their projects and units with geo-locations. Moreover, GoTrackr is primarily focused on employee tracking when workers are maintaining or installing units at specific geo-locations. The GoTrackr app keeps detailed employee records and generates reports on where employees spend their time, all based on geo-location rather than statuses continuously sent by the mobile app.
- **My Role:**
 - Acted as Leader, taking full responsibility for product conception and development.
 - Revamped the complete product using the latest Laravel Lumen version.
 - Refactored the entire application code following product development standards, including RESTful API standards and code consistency.
 - Ensured code standardization and uniformity across the application.
 - Designed the database for new requirements.
 - Created detailed tickets on JIRA and provided estimates.
 - Developed features, delivered to the client within deadlines
- **Tools Utilization:** leveraging a comprehensive toolset, i effectively employed laravel lumen framework, alongside the NodeJs application and laravel queues, and implement provider-consumer pattern between laravel and NodeJs application for data syncing. I use the laravel lumen project for RESTful APIs and AWS services like EC2 and S3 for robust hosting capabilities.

Chirpyest — Affiliate Marketing & Cashback Platform

URL: <https://www.chirpyest.com/>

- **Project Description:** Chirpyest is an affiliate marketing tool, where thousands of brands are integrated via different networks, via Chirpyest people can buy from brands and can get cashback from Chirpyest.
- **My Role:**
 - Worked as a core team member, integrating multiple networks and developing APIs using Express.js.
 - Integrated APIs with a Gatsby frontend application for seamless functionality.
 - Monitored daily job executions and ensured synchronization with network updates.
 - Debugged and troubleshooted issues, providing timely fixes.
 - Contributed to the development of the Chirpyest Chrome extension, published on the Google Web Store.
- **Tools Utilization:** Leveraging a powerful and sophisticated toolchain, I expertly utilized the Node.js Express framework alongside Gatsby for seamless application development. I implemented crontab to schedule and manage server-side jobs efficiently, while using the Postgres database management system to handle large volumes of data in a highly structured and scalable manner.

Asset Planet — Financial Advisory & Asset Management Platform

URL: <https://assetplanet.com/>

- **Project Description:** asset management and transfer application, along with the financial advisory app, is designed to appeal to consumers who prioritize organization and value detailed insights. Built on decades of experience from a team of seasoned financial advisors, this app offers a professional-grade program that is both accessible and user-friendly, catering to anyone who seeks clarity and real-world results through granular financial details.
- **My Role:**
 - Developed the application from scratch using JavaScript, Serverless Framework, NodeJs, and React.
 - Integrated **Stripe** for payment processing and **FCM** for mobile notifications.
 - Wrote APIs using **AWS Lambda functions**.
 - Leveraged **AWS Cloud services** (SNS, SQS, RDS, S3, CloudFormation, API Gateway) for system efficiency, reliability, and high availability.
- **Tools Utilization:** leveraging the versatile toolset, I proficiently employed JavaScript, NodeJs and Serverless framework for backend infrastructure, and integrated different third party tools like Stripe, FCM, SMTP and Twilio for messaging. Enable the lambda function to invoke each other i use the SNS implementation using topic and subscriber pattern and use the S3 bucket for files upload. I utilize MySQL database with sequelize ORM for database management.

EDUCATION

Bachelor of Science in Software Engineering

COMSATS University Islamabad, Lahore Campus | 2017 – 2021

CERTIFICATIONS

Meta FrontEnd Developer Professional Certificate | Issued by Meta via Coursera

Link: <https://coursera.org/share/ab1cdb4a4f514c037e2c0dd51d39ec86>

Foundation of User Experience (UX) Design | Issued by Google via Coursera

Link: <https://coursera.org/share/fc86e8ff041b516dec0d3cfea385a31e>

Redux in JavaScript and React | Issued by Scrimba via Coursera

Link: <https://coursera.org/share/5af5a01e4e9e0e052e3ad200c8c77994>

ADDITIONAL INFORMATION

- Availability: Open to full-time, contract, or remote opportunities.
- Languages: English (Fluent), Urdu (Native)