

# MUHAMMAD ASIM

ENGINEERING LEADER & AI SOLUTIONS ARCHITECT

GOOGLE CERTIFIED GEN AI LEADER | FULL-STACK SPECIALIST



## CONTACT

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## TECHNICAL SKILLS

### AI (Google Certified)

Agentic AI, AI Ethics, AI Applications, OpenAI APIs, Gemini APIs, Generative AI Strategy, LLMs, Transformer Models, Responsible AI, Image Generation, Prompt Engineering, RAG, Fine-Tuning, AI-Driven Development, Business Acumen, Business Analysis, Business Awareness.

### Architectural Expertise

Microservices, Micro-Frontends, Monorepo Architecture, RESTful & SOAP APIs, Serverless Architecture, Scalable SaaS Design.

### Programming Languages

JavaScript, TypeScript, Python, PHP, HTML, CSS, SQL.



## PROFILE

Google Certified Generative AI Leader and Engineering Architect with 13+ years of experience building scalable SaaS platforms, Fintech solutions, and AI-driven enterprise applications. Expert in merging high-performance Full-Stack Architecture (Frontend-Focused) with Generative AI to reduce operational costs and accelerate development workflows. Proven track record of leading high-performing engineering teams, architecting complex monorepo systems, and deploying internal AI tools that replicate advanced LLM capabilities for business efficiency. Deep expertise in React, Next.js, and Node.js, with a focus on modernizing legacy systems and driving technical innovation.



## WORK EXPERIENCE

**myAlfred, UAE (Remote)** 2025 - PRESENT

Software Architect (AI & Front-end)

- Leading the architecture of an enterprise-grade Gen AI platform utilizing OpenAI's Assistants/Responses API.
- Leading the architecture and development team for an upcoming fintech project.
- Worked on AI Chatbots, AI APIs, and RAG pipelines.
- Mentored cross-functional engineers and established coding standards.

**Creative Chaos, Karachi (Remote)**

2022 - 2025

Associate Front-end Architect

- Led the Foxtons property management project, transitioning the codebase from Next.js to ReactJS, achieving a 35% performance improvement.
- Delivered the MVP for Landing.travel, a social platform for travelers, within 8 sprints, utilizing ReactJS, Material UI, and Google Maps APIs.
- Developed Floos (Early Wage System) using ReactJS, NestJS, PostgreSQL, and AWS Kubernetes.
- Served as Community Manager, mentoring developers, and leading skill development initiatives.

**Confiz, Lahore (Remote + Onsite)**

2021 - 2022

Associate Front-end Architect

- Designed and implemented the Universal Configuration Management Tool for Walmart using ReactJS and Vite.
- Served as Community Manager, mentoring developers, and leading skill development initiatives.
- Worked in Team Augmentation mode and leading the team.

## Frameworks & Libraries

React.js, Next.js, Node.js, NestJS, Express.js, TypeScript, ElectronJS, Laravel, Django, Tailwind CSS, Material UI.

## Cloud & DevOps

Vercel, AWS (EC2, S3, RDBMS), Google Cloud Firebase (Functions, Realtime DB), Docker, Kubernetes, Jenkins, CI/CD Pipelines.

## Tools & Platforms

MongoDB, MySQL, PostgreSQL, Redis, RabbitMQ, Google APIs, Gemini API, OpenAI APIs, Stripe, PayPal, Keycloak, Git, Jira.

## **SOFT SKILLS**

### Leadership

Team Management, Mentorship, Strategic Planning, Team Building.

### Management

Agile/Scrum, Project Estimation, Hiring & Recruitment, Risk Management.

### Personal

Adaptability, Problem Solving, Effective Communication, Stress Management, Time Management.

## **CERTIFICATIONS**

Google Certified Generative AI Leader

### **IBEX, TRG, Lahore**

Principal Software Engineer

2017 - 2021

- Developed and enhanced the Onboarding/Offboarding Tool, automating access provisioning and de-provisioning for 25,000+ employees across global IBEX offices.
- Created Notifications, a robust system for sending user notifications, integrating seamlessly with in-house projects using ReactJS, Material UI, RabbitMQ, Redis, MongoDB, and ElectronJS.
- Migrated the Quartz Time Tracking and Payouts System UI from YII to ReactJS, optimizing performance and scalability for customer support agents across IBEX centers in 7 countries.

### **Elasticbrainz, Lahore**

Web Development Team Lead

2016 - 2017

- Led the development of a game trading platform using Laravel and Material UI, integrating Stripe and PayPal for secure wallet transactions and game trading.
- Built a Property Management SaaS application using AngularJS, MongoDB, and Material UI, ensuring scalability and seamless data management.
- Developed the MVP for a delivery application for bicycle riders in Stockholm, leveraging Google APIs and Firebase for real-time tracking and delivery management.
- Mentored junior developers and interns, fostering their growth and improving project efficiency.

### **Satistrum, Lahore**

From Software Eng to Web Development Lead

2012 - 2016

- Started as a Junior Web Developer & Graphics Designer, working on core PHP, HTML, CSS, JavaScript, and jQuery for full-stack development.
- Designed applications for Android, iOS, and 2D games, and built engaging websites for diverse clients.
- Promoted to Senior Software Engineer and later Team Lead, managing teams, handling client requirements, and overseeing deployments on cPanel and AWS EC2.
- Worked with technologies like CakePHP, CodeIgniter, Laravel, MongoDB, MySQL, SQL, and integrated multiple APIs.
- Promoted to Managing Director, leading the web and mobile development team, managing client communications, and ensuring successful project deliveries.

## **EDUCATION**

### **Bachelor of Science in Computer Sciences**

COMSATS, Wah Cantt

2009 - 2013

## **MAJOR PROJECTS**

### **AlfredGPT (Internal Gen AI Platform)**

*OpenAI Responses API, RAG Pipeline, Vector Database, Node.js, React.js*

Architected an internal generative AI platform to replicate ChatGPT functionality, significantly reducing company software costs and enabling secure, domain-specific querying.

- Foxtons Property Management Portal (UK)**  
*ReactJS, Vite, Material UI, Google Maps, Judo Pay*  
Led the architectural migration from Next.js to ReactJS to resolve technical bottlenecks, achieving a 35% performance improvement for this high-traffic UK property portal.
- Floos - Early Wage Access System (UAE Fintech)**  
*NestJS, PostgreSQL, ReactJS, TypeScript, AWS Kubernetes, Keycloak*  
Architected a secure Fintech SaaS allowing employees to access earned wages; ensured strict financial compliance and data security for the UAE market.
- Universal Configuration Management (Walmart USA)**  
*ReactJS, Material UI, Vite, Vertex*  
Designed the frontend architecture for Walmart's global store onboarding tool, managing complex configurations for POS systems, products, and payments across all stores.
- Landng.travel (Social Travel Platform)**  
*ReactJS, Node.js, Google Maps API, Google Places, PWA*  
Led the PWA architecture and a team of 5 developers to deliver a social network MVP for travelers in just 8 sprints, featuring interactive itinerary mapping.
- Ibex Onboarding & Offboarding Automation**  
*Python, Django, MongoDB, MySQL, Material UI, AWS, Docker, REST, SOAP*  
Developed an enterprise automation tool managing access provisioning for 25,000+ employees globally, drastically reducing manual HR overhead.
- Ibex Notification System**  
*RabbitMQ, Redis, MongoDB, ElectronJS, ReactJS, AWS, Docker*  
Engineered a real-time notification infrastructure capable of handling high-volume alerts across multiple in-house enterprise applications.
- Quartz Time Tracking & Payouts System (Global)**  
*ReactJS, YII (Legacy Migration), Internal APIs, AWS, Docker*  
Migrated the legacy UI from YII to ReactJS, optimizing performance and scalability for customer support agents across 7 global centers.
- Betty 365 (Sports Betting PWA)**  
*Python (Django), Node.js, ReactJS*  
Built a full-stack progressive web app for live soccer betting and virtual coin management, handling real-time match data and user transaction logic
- Reflex Survey System**  
*ReactJS, Material UI, AWS, Docker, Internal APIs*  
Designed an MVP for post-call customer feedback collection via SMS/Email links, integrating seamlessly with existing CMS databases.