

# MUHAMMAD ASIM

## ENGINEERING LEADER & AI SOLUTIONS ARCHITECT

GOOGLE CERTIFIED GEN AI LEADER | FULL-STACK SPECIALIST



### CONTACT

+92 342 5277767

iammuhammadasimofficial@gmail.com

Lahore, Pakistan

www.muhammad-asim.com

### 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

2017 - 2021

Principal Software Engineer

- 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

2016 - 2017

Web Development Team Lead

- 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

2012 - 2016

From Software Eng to Web Development Lead

- 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

2009 - 2013

COMSATS, Wah Cantt



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.

### **Landing.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.