

# MUHAMMAD HAMZA

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## INTRODUCTION (Full Stack Developer)

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I specialize in developing scalable, customer-focused web applications while integrating AI solutions for automation. My expertise spans front-end technologies like **React JS**, **Next.js 13^** and robust back-end development with **Node.js** & **PHP**.

- Skilled in leveraging **AWS EC2, ASG, TGs** for building cloud-native applications with high reliability and zero downtime.
- Expertise in **real-time data optimization** using Web Sockets, enhancing engagement.
- Committed to clean, maintainable code practices, able to **understand and improve legacy code** without impacting existing functionality.
- Capable of managing **multiple projects simultaneously**, prioritizing effectively, and ensuring high standards across all deliverables.

## WORK HISTORY

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### FULL STACK DEVELOPER – MERLIN CYCLES UK

NOV 2024 TO PRESENT

- Enhanced the company dashboard, providing deeper insights and advanced analytics from the database to support data-driven decision-making and increased profitability.
- Migrated legacy server infrastructure to scalable infrastructure providers, implementing auto-scaling for improved reliability, cost-effectiveness, reducing manual effort and improving efficiency.
- Developed custom dashboard controls enabling the team to manage services directly from their panels, eliminating dependency on the third-party console.
- Streamlined server operations and ensured a seamless transition to the new cloud infrastructure while maintaining zero downtime.
- Designed and implemented PHP scripts to efficiently extract and analyze critical information from server logs, enhancing troubleshooting and system monitoring.
- Developed AI-driven bots for content generation, automated reporting, and intelligent decision-making, reducing manual effort and improving efficiency across various business functions.
- Managing Various projects requirements and integrations on daily basis.

### FULL STACK DEVELOPER – TECHVENTION

NOV 2022 TO SEP 2024

- Spearheaded the development of enterprise web applications, resulting in increased business growth by streamlining operational efficiency.
- Led the design and implementation of micro-services architecture, boosting system scalability.
- Developed responsive, high-performance UIs using React JS, Next JS, improving user engagement and accessibility across all device types.
- Developed and optimized CI/CD pipelines, achieving a 50% reduction in deployment times, accelerating feature releases, and minimizing downtime.
- Implemented Redis caching solutions, decreasing database load by 30% and significantly improving response times.

- Led the design and development of secure APIs for seamless third-party integrations, reinforcing both data security and operational fluidity.

## FRONT-END DEVELOPER – FOURMATICS

JUL 2020 TO OCT 2022

- Spearheaded the development of enterprise web applications, resulting in increased business growth by streamlining operational efficiency.
- Led the design and implementation of micro-services architecture, boosting system scalability.
- Developed responsive web applications using React.js and Next.js, focusing on robust authentication workflows via Next Auth, improving cross-device engagement.
- Built 15+ fully-typed functional React screens with Redux Toolkit & RTK-Query; 85 % Lighthouse PWA score.
- Optimized front-end performance by reducing load times and integrating advanced caching strategies, enhancing API security and reducing vulnerabilities.

## SKILLS

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- **Programing Languages:** JavaScript, Typescript, and PHP.
- **Front-end:** HTML5, CSS3, React JS, Next JS, Redux, SCSS, Tailwind CSS, MUI, Jest and WordPress.
- **Back-end:** Node.js, PHP, Express.js, Web Sockets, GraphQL, Prisma. | CRUD
- **Databases:** MongoDB, MySQL, PostgreSQL, Flux DB and Redis.
- **Cloud & DevOps:** Docker, Kafka, AWS EC2, cPanel Deployment and Serverless Fns.
- **Tools & Software:** Git/GitHub, Visual Studio Code, Adobe Photoshop, Jira and Slack

## EDUCATION

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**Bachelor of Computer Science**

University of Lahore, Pakistan  
Graduated with 3.54 GPA (**Bronze Medallist**)

2018 -2022

## HIGHLIGHT LAST PROJECTS DELIVERED

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- **merlincycles.com:** Designed a real-time executive dashboard surfacing live sales, inventory, and marketing KPIs; replaced monthly CSV exports and saved leadership 10 hours per week in manual reporting. Partnered with DevOps to migrate the storefront to auto-scaling AWS infrastructure.
- **Iru Travel:** I was tasked with improving the efficiency of a travel booking platform that faced delays during peak traffic. To solve this, I optimized the search and booking algorithms using Algolia search, enhancing frontend in Next JS and backend processes in Node JS to ensure high performance under heavy loads. As a result, the platform achieved zero delays and significantly improved user experience.
- **Content Writing AI Model:** Developed an AI-powered content generation model capable of producing consistent, structured, and SEO-optimized product descriptions that align with the company's existing dataset. This solution enables seamless integration of products from multiple vendors on a scale.
- **FIFA INTERCONTINENTAL CUP:** I was responsible for creating cutting edge dynamic frontend design in such a way that marketers or designers can design the website according to them self-using CMS only without direct interaction with the code.