Muhammad Asad

Front-end developer

189asadali@gmail.com | +923059971189 | https://www.linkedin.com/in/masadali/ | https://masadali.vercel.app |
https://github.com/MuhammadAsad-cmd

Pakistan Lahore, Punjab

SUMMARY

Front End Engineer with 3+ years of experience in **React** and **Next.js**, specializing in scalable **ERP and E-commerce automation**. Expert at transforming complex business workflows into high-performance systems that drive operational efficiency. Proven success in architecting data-driven interfaces and seamless API integrations for global logistics platforms.

AREAS OF EXPERTISE

Next.js	React.js	JavaScript	Google Maps Api
Tailwind CSS	Redux Toolkit	TypeScript	Node.js
HTML5/CSS	Postman	Tanstack Query	MongoDB

EXPERIENCE

FRONT END DEVELOPER, RETRO VGAMES, *LAHORE, PAKISTAN* | 2025 - PRESENT
Building and maintaining high-performance web apps with React.js and Next.js, ensuring scalability and innovation.
- Led frontend development for Hector ERP platform, a unified operations system managing order processing, fulfillment, procurement, inventory, and multi-country payroll. Owned UI/UX design and client-side logic, implementing role-based access control and real-time data synchronization.
- Developed customer portals for RetroFam and RetrovGames using Next.js, enabling order tracking, returns processing, invoice management, trade-ins, and coupon systems. Optimized rendering and data fetching with code-splitting and caching strategies, significantly improving load times and user experience.

FRONT END DEVELOPER, MOTIVE CODER, *LAHORE, PAKISTAN* | 2023 – 2025
Providing high- quality, scalable, and customized web solutions for clients, ensuring performance, security, and seamless user experience.
- Developed responsive, pixel-perfect frontends for multiple websites, including e-commerce storefronts and admin dashboards.
- Collaborated with designers and backend teams to integrate APIs and admin tools, ensuring scalable, maintainable code.

PROJECTS

Hector (Retro Ventures) Confidential
- **Enterprise ERP Architecture**: Engineered an end-to-end ERP ecosystem to automate the complete order-to-shipment lifecycle, streamlining multi-channel sales, procurement workflows, and real-time inventory tracking.
- **System Integration & Scalability**: Engineered a unified platform to synchronize multi-channel marketplace data and global shipping logistics, replacing fragmented processes with a scalable, high-performance source of truth.

RetroFam Customer Portal - https://app.retrofam.com
- Engineered a high-performance Next.js portal integrated with Shopify to automate end-to-end customer workflows, including a custom trade-in system, multi-channel return management, and a Freshdesk-powered support ecosystem.

RetrovGames Customer Portal - https://app.retrovgames.com/
- Architected a unified customer interface for WordPress/WooCommerce platforms, streamlining order lifecycles and coupon/discount distribution while providing real-time data synchronization for complex trade-in operations.

GL Dream Home - https://gldreamhome.com
- Built an e-commerce furniture site in Next.js with a catalog, cart, and checkout.

CanRover (Scooter Rental, US) - https://canrover.vercel.app
- Built Next.js admin dashboard with Google Maps zone management — interactive zone drawing, fleet tracking, battery monitoring, and live map visualization.
- Implemented role-based access control with a user verification system — multi-role permissions, identity verification/unverification, account management, and modules for rides, scooters, invoices, and analytics.

Bitknit Limited - https://bitknitlimited.com
- Developed a high-performance corporate portfolio website in Next.js with optimized UI/UX to effectively showcase business services and professional expertise.

EDUCATION

Bachelor's in Computer Science, Virtual University of Pakistan

CERTIFICATIONS

Front-End Development – BATCH 469 NOV 2023, EVS Training Institute, Lahore
MERN Stack Development – BATCH 15 MARCH 2023, EVS Training Institute, Lahore