Muhammad Farzam
Software Engineer

Seasoned IT professional with 5 years in e-commerce and software consulting, specializing in scalable software solutions. Enhanced client success by 50% using AI, machine learning, and innovative technology.

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LinkedIn : www.linkedin.com/in/m-farzam   **Location : Karachi - Pakistan**

SKILLS / EXPERTISE

BACK-END DEVELOPMENT : PHP - JavaScript - Python - Laravel - Magento - Lumen - Scikit-learn

FRONT-END DEVELOPMENT : AngularJS - VueJs - JQuery - Bootstrap - HTML - CSS

ARCHITECTURE DESIGN PATTERNS : Monolith, Microservices, Event Driven, Single Page Application , Serverless

MISCELLANEOUS : Amazon Web Services (AWS) - Docker - Machine Learning - Deep Learning - MySQL - MongoDB - PowerBI BlockChain - OOP - Design Patterns - Agile Methodology - Git - BitBucket

EXPERIENCE

Software Engineer

Arpatech Private Limited   **04/2022 - Present**

Project E-Commerce B2B MarkITplace: MarkITplace is an **eProcurement** platform powered by Connection to provide **supply chain** solutions to their clients to remove the complexities and costs of owning products and warehouses.

- Engaged in **daily interactions with international clients** to analyze emerging requirements and features, actively contributing to **solution design**, **feature development**, **strategic roadmap**s, and providing **live maintenance support** for effective implementation.
- Strategically implemented **Google Analytics 4** into the application, significantly improving clients' business decision-making capabilities through comprehensive tracking and analysis of user interactions.
- Enhanced web application functionality by successfully implementing the **Return Merchandise Authorization (RMA) module**, streamlining the overall performance of operational teams.
- Optimized system search capabilities through the successful integration of the **Third party Search GroupBy API**, resulting in a substantial enhancement of overall search functionality.

Project Intelligence Attendance Solution for Workplace Magic Mirror: An ongoing project Magic Mirror-based employee attendance system that uses facial recognition for real-time attendance tracking. Supports seamless Punch In/Out functionality with touch buttons, live camera integration, and efficient handling for over 500 employees

- Integrated **ElasticSearch** and **Zookeeper** with **Apache Kafka** to optimize real-time data processing and search capabilities.
- Designed and deployed an **Employee Management System**, streamlining workflows and improving efficiency.
- Utilized **pre-trained deep learning models** to generate employee embeddings for facial recognition and attendance tracking.

Project License Management System B2B License Renewal: License Renewal is a portal-based web application governed by Connection to automate the license subscription process for their operational team members.

- Designed and developed the "License Renewal" web application from the ground up using PHP and exploring the new framework **Laravel-Inertia** with **VueJs**.
- Streamlined the manual license subscription process, resulting in a user-friendly interface and an impressive **60%** boost in operational efficiency.
- Implemented **Queue based efficient notification** system via email to hassle-free execution of a project.
- Experienced different phases of coding lifecycle from **development** to **deployment pipelines** on multiple environments.

Successfully managed tight deadlines with expertise in custom module development, enhancing business operations and increasing client satisfaction by 40%, acknowledged with rewards.

Software Engineer

Shispare Private Limited   **11/2020 - 03/2022**

<u>Project Inventory Management System V3-SphereWMS</u>: IVS-3 is a microservice-based application owned by SphereWMS for its operational team that manages the renowned brand "**Target**" not retail inventory.

- Proficient in **Agile methodologies,** actively involved in **Sprint Planning**, **Backlog Calls**, **Retrospective** **and** **Standups Calls.**
- Guided and mentored a **multinational team** and served as a mentor for the Pakistani team.
- Coded on **Laravel Lumen** for multiple services linked with centralized **AWS API Gateway** to interact with each other.
- Evaluated **AWS Warehouse services** to efficiently manage extensive datasets, successfully synchronizing on-premises servers with the new IVS-3 through the implementation of a tailored, **Queueable** solution.

<u>Project Target Inventory Management Store Portal</u>: Target Store is also a Portal web application owned by sphereWMS for its freight schedule and loaded with cartons or palettes to 1908 distributors across the United States.

- Complicated legacy drag-and-drop reporting application coded on **Laravel** with integrated APIs based on **AngularJs**.
- Extended system functionality by creating custom inquiries and reports on Laravel, achieving a **40%** increase in efficiency using the **Repository Design Pattern**.
- Hands-on experience with **AWS** Deployment and Services by optimizing the Warehouse Management System.

Expertly managed application datasets for over 1900 distributors across the US, while gaining valuable experience in the implementation of Microservices applications with hands-on AWS services.

Junior Software Engineer

Sanaulla Store   **09/2019 - 10/2020**

<u>Product E-Commerce B2C Sanaulla Stores</u>: Sanaulla Stores operates as an e-commerce platform, specializing in the sale of both in-house and renowned brand clothing products across a diverse range of over a hundred categories.

- Explored and successfully set up **Magento 1.9** with leverage user experience by customization according to requirement.
- Proficient use of **Magento Admin Panel** for tasks such as managing categories/subcategories, configuring Transactional Emails, and developing Custom Grid Module.
- Successful integration of third-party Shipment APIs, including **SKYNET, TCS, and DHL,** to enhance system functionality.
- Hands-on expertise on custom design and structure using **HTML, CSS3, Bootstrap,** and **JavaScript** with enhanced user experience to implement the power of **AJAX** and **JQuery**.
- Proficient in handling **JSON** format datasets and skilled in relational databases such as **MYSQL** and **PostgreSQL**.

Majorly interact with E-commerce Magento Framework and explore by customization framework architecture as per user requirement with the overall life cycle of coding from development to deployment.

═══ EDUCATION ═══

NED UNIVERSITY OF ENGINEERING AND TECHNOLOGY   **10/2022 - 02/2024**

(MS CSIT) Master's in Computer Science and Information Technology

CGPA: **3.7**

Relevant Courses: Machine Learning, Image Processing and Computer Vision, Advanced Numerical Analysis

NED UNIVERSITY OF ENGINEERING AND TECHNOLOGY   **01/2015 - 01/2019**

(B.E) Bachelor's in Electrical Engineering

CGPA: **3.72**

Relevant Courses: Programming in C++, Data Structure and Algorithm

═══ CERTIFICATIONS ═══

<u>AWS Certified Solution Architect - Associate Level</u>

- In this certification, I deeply experienced how to deliver cost optimized solutions by using cost optimization services like AWS Cost Explorer, Trust Advisor, and Saving Plans.
- How to configure security compliances using VPCs , Network ACL , Security Groups, and Roles with compliance policies.
- Serverless Architecture Approach like AWS Lambda, AWS Step Function, and API Gateway and so on.