

Muhammad Hammad

SOFTWARE ENGINEER ·

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Education

Institute of Business Administration

Karachi

BS in Computer Science

August 2019 - May 2023

- **One of the top 25 students** who got awarded a **120% scholarship** through National Talent Hunt Program
- **Courses:** Intro to Programming, Object Oriented Programming, Mobile App Development, Web App Development, Operating Systems, Database Systems, Intro to Statistics, Discrete Mathematics, Linear Algebra, Calculus, Design and Analysis of Algorithms, and HCI

Work Experience

DealCart

Karachi, Pakistan

Software Engineer

January 2023 - Present

- Led the development of **NestJS-based backend microservice** for share and earn, resulting in a **55% increase in sharing**.
- Built and improved **DC Coins(In-App Currency) using NestJS (backend) and Kotlin (Android)**, leading to a **7% increase in orders per user and 20% more in-App engagement**.
- Led development for **Promo Codes**, resulting in **30% increase in engagement, 10% more customer acquisition, and 5% higher retention**.
- Implemented push notifications in the customer app, increasing **retention by 3%**.
- **Technical Skills:** NestJS, Typescript, Data Syncing, Microservices, Firebase, Kotlin, Android, Sentry, AWS, PostgreSQL, TypeORM

DealCart

Karachi, Pakistan

Growth, Automation and Product Executive

June 2022 - December 2022

- Streamlined manual processes and **saved 20+ hours daily** for business teams through automation using **python and GoogleScript**.
- Led the development and launch of a **sales channel using Whatsapp API, expanding the business's reach and increasing revenue by 40%**.
- Spearheaded the end-to-end growth and product strategy for the new sales channel, **collaborating with the ops and commercials teams** for data and deliveries.
- Partnered with the offline growth team to **launch physical shops** throughout the region, driving a **20% revenue increase** and bringing in **thousands of monthly visitors per hub**.
- Implemented and automated Hub systems, data and analytics for multiple teams, **improving efficiency by 100%** through optimized resource allocation and streamlined operations.

Skills

Programming

TypeScript/JavaScript(NestJs, NodeJs, React), Java and Kotlin (Spring Boot and Android), Dart (Flutter), HTML/CSS, SQL, GoogleScript (Automating Google Apps), Python (Data, ML and Web Scraping)

Miscellaneous

Firebase (Firestore, Crashlytics, DynamicLinks etc), AWS (EC2, SQS, Cloudwatch etc), Git, Figma, Advanced Excel

Projects

Resume Parser

python, NodeJS, React, MongoDB, FastAPI, NLP, Named Entity Recognition, Transformers, datetime, spacy

- Collaborated in a **team of 5** to develop an app that utilizes **NLP and NER techniques** to parse job descriptions and resumes, matching and ranking the most relevant resumes to the job requirements.

Hangry

Flutter, Dart, Firebase, Firestore Database

- Developed a restaurant app that **enhances the social dining experience** by incorporating a **QR code scanning feature for ordering**. Implemented a **reservation system** to optimize table management.

Text to Latex

Java

- Created a Java application that effortlessly **translates text to LaTeX**, simplifying the task of writing complex documents in **LaTeX**.

SERP Relevance, NLP, and Entity Analysis

python, requests, BeautifulSoup, matplotlib, nltk, spacy, numpy, lxml

- Dynamically picked text from a number of links for given keywords and ran multiple analyses to gather insights. Calculated relevance and tagged importance of extracted keywords to derive growth strategies for SEOs.