

# Muhammad Sameed Khan

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## Skills

- React | JavaScript | TypeScript | Nextjs | Node | Express | MERN | React-native | Python | Redux | Rest api | GraphQL | JQuery | Tailwind-css
- Styled components | Bootstrap | Material Ui | mantine | React query | Unit testing | React testing library | Jest | Strapi | Storybook | Kibana
- Mongodb | Mysql | Postgres | Firebase | Git | Github | Bitbucket | Jira | EC2 | S3 | Cloudfront | CI/CD | Docker | Jenkins | Agile Sprint planning

## Experience

### Full Stack Web developer

#### MonetizeMore

Whiterock, Canada

05/2022 - Current

- Revamped the A/B testing platform UI to accommodate multiple cohorts and enrich data visibility, modernizing both design and codebase. Collaborated on API and database enhancements to streamline performance on the PubGuru platform.
- Led the full-cycle development of business-critical features, including **auto-ads**, anchor ads, drifting, offerwall & interstitial ads functionality that boosted our clients' revenue by **25% to 90%**. This involved end-to-end ownership, from initial planning and development to the implementation of automated testing.
- Streamlined operational efficiency by automating various features and processes, resulting in enhanced productivity and reduced manual efforts. (used multiple tools like puppeteer and lighthouse for automated building testing tools).
- **Collaborated closely with executives (CTO & CPO)** and product owners in feature planning, ensuring regular weekly rollouts aligned with strategic business goals.
- Maintained high coding standards and promoted best practices through rigorous code reviews, fostering an environment of continuous learning and quality improvement.
- Integrated data-driven strategies such as A/B testing for feature validation, leading to informed decision-making. Concurrently leveraged the data visualization tool Kibana for insightful product data analysis, fueling continuous product enhancements.

### Web developer

#### Carecloud

New Jersey, USA

01/2021 - 04/2022

- Worked remotely as a UI Engineer on **CareCloud's GO & Breeze product**, serving thousands of users with production-level web applications.
- Developed and maintained reusable UI components using ReactJS and TypeScript, enhancing application functionality & UX.
- Played a key role in bug resolution, effectively fixing existing issues and improving application reliability and performance.
- Engaged in peer programming with team members to foster a collaborative development environment and accelerate feature development.
- Actively participated in planning, technical grooming, and weekly dev-sync meetings, contributing to the strategic direction of development projects.

### Frontend Developer

#### Globewyze

Ontario, Canada,

03/2020 - 12/2020

- Led ReactJS frontend development to elevate product interfaces, significantly improving user interaction and satisfaction.
- Actively engaged in strategic business discussions with partners and clients, to shape venture strategies and market positioning
- **Played a crucial role in developing "Iconnect,"** an innovative employee engagement app, in partnership with Interloop, aimed at enhancing workplace communication and team collaboration.

### Software Engineer

#### Zeptosol

Islamabad, Pakistan

04/2019 - 02/2020

- Assisted in web development projects, focusing on crafting dynamic user interfaces and contributing to the backend, ensuring optimal performance and user experience.

## Education

### Bachelor of Computer Science

#### FAST (NUCES)

Islamabad, Pakistan

Graduated- 12/2018

- Major in Web app development, Mobile app development, Artificial Intelligence, Digital Image Processing.

## Others

**ACTIVITIES** - Social services events (blood donation camp, medical camps) for Ma'maar foundation

**INTERESTS** - Learning, Product development, Movies, Gaming, traveling, podcasts, audiobooks.

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## Projects

### • **Pubguru** (Ad inventory and reporting platform - React, Python- flask, PostgreSQL, S3, cloudfront)

- Developed a real-time ad optimization and reporting platform for publishers, providing dashboards (earnings, speed, discrepancy) and in-depth analytics.
- Implemented a robust A/B testing framework for multiple scripts, cohorts, and domains, streaming real-time metrics (revenue, features, speed) to Kibana.

### • **Ad-tech script** (ad tech script for maximising publisher revenue - Header bidding, Prebid , google publisher tag, Javascript, Typescript)

- Planned and developed the adtech script that boosts clients' revenue by applying various ad strategies (auto-ads, anchor ads, re-bidding) based on specified criteria. Publishers can seamlessly toggle these features on the PubGuru platform for optimal monetization.
- Developed multiple features and strategies informed by A/B testing insights and evolving adtech requirements.

### • **Go** (EHR platform - React, TypeScript, GraphQL, Redux, Styled Components)

- Engineered EHR functionalities to handle large patient data sets with a focus on scalability and performance.
- Streamlined real-time messaging and form handling, reducing manual overhead and enhancing overall user efficiency.

### • **Breeze** ( appointment scheduling platform for patients React, TypeScript)

- Worked on a cloud-based appointment scheduling platform for patients and practices, securely managing vast healthcare data. The app has multiple interfaces for admin, practice (clinics), doctors and patients.
- Built reusable UI components and participated in sprint planning to deliver high-impact features on schedule

### • **iConnect** ( Employee engagement platform - React, Redux, TypeScript, GrapeJS, SurveyJS, MDB React)

- Developed a cross-platform employee engagement and communication app with custom WYSIWYG editing (GrapeJS) and advanced survey features (SurveyJS).
- Implemented different alerts , quiz and survey features and real-time notifications, increasing user engagement by 40%.

### • **AI Interviewer** (Technical Mock Interview Platform - Next.js, OpenAI API, MongoDB, Tailwind CSS)

- Developed an AI-powered platform for technical interview practice, allowing users to specify job requirements and receive AI-generated questions.
- Designed an interactive dashboard to track interview scores, feedback, and learning resources, enhancing user preparation efficiency.

### • **Moodbites** (Restaurant Discovery & Deals Platform - React, MERN, Next.js, React Native, WhatsApp API)

- Developed a food selection app that helps users find the best restaurants and food deals through an interactive swipe UI and chatbot integration.
- Implemented a step-by-step selection process, user chat section, and personalized recommendations to enhance dining decisions.

### • **Guidemeyar** (University Listing & Admissions Info - React, Next.js, MongoDB, Tailwind CSS)

- Worked on a web platform for students to search universities by city, check admission details, and access official university links.
- Implemented a user-friendly interface with real-time filtering and plans for career counselling, scholarship tracking, and personalized recommendations.

### • **Job Finder App** (React, Node.js, Express, MongoDB)

- Developed a location-based job platform with advanced filters for courses and scholarships.
- Integrated search-based job recommendations, improving candidate-to-job matches and user retention.

### • **AutoBill** (React, Redux, Node.js, OCR Space, Express, MongoDB)

- Created a web app to bulk-generate bills from scanned documents, leveraging OCR for automated data extraction.
- Integrated secure payment workflows and real-time tracking, cutting manual data entry by 80%.