M. WUSAM ALI
Software Engineer

CONTACT

📞 03112426162

✉️ wusamali2117@gmail.com

📍 Orangi town sector 14-e Shah Faisal Chowk, Karachi.

in https://www.linkedin.com/in/wusam-ali-a44916255/

EDUCATION

Bachelors of Science in Software Engg.
UIT University   2021-2025

Intermediate (Pre-Engineering)
NCR-CET College   2019-2021

Matriculation (O'Levels)
Little Folks Paradise Cambridge School   2005-2019

TECHNICAL SKILLS

- **Project Management-** Jira, Trello, Slack, ClickUp, Notion | Agile, Scrum, Kanban | Gantt Charts & Sprint Planning
- **Frontend Development & UI/UX –** Responsive UI with modern design principles
- **Backend Development –** Python, Flask, OOP, PHP, Java
- **Database Management –** MySQL, Oracle, Postgresql, SQLite
- **Web Development –** HTML, CSS, JavaScript, WordPress, Adobe Dreamviewer
- **Graphic Design –** Canva, Figma, Adobe Photoshop, VistaCreate
- **Social Media Management –** Facebook, Instagram, TikTok, YouTube
- **Digital Marketing –** Facebook & Instagram Ads, SEO Strategies
- **Video Editing –** CapCut, Camtasia, InShot, Filmora

PROFILE

Software Engineering student with 5 years of expertise in frontend and backend development with database, digital media, web development, and content creation. Skilled in graphic design, video editing, and social media marketing.

SOFT SKILLS

- Project & Time Management
- Multitasking
- Team Collaboration
- Active Listening
- Fast Learner
- Decision-Making

EXPERIENCE

Web & Wordpress Developer
VR Assistants   *Mar 2025- Present*

- Developed and customized WordPress websites with responsive design, theme/plugin integration, and performance optimization, while also coordinating with the team and assigning tasks to ensure smooth project management.

Project Manager/ Team Lead
Academic   *Feb 2022 – June 2025*

- Led the design, development, and delivery of multiple software applications. Collaborated with team members, managed deadlines, and handled end-to-end technical execution.

Key Projects:
- **Smart Study Planner (FYP):** AI study planner built with HTML,CSS,JS,Python, Flask, and integrated with PDF/text input for dynamic quiz & Timetable generation.
- **Ecommerce Store:** Built an interactive store using HTML, CSS, JavaScript.
- **Bank Management System:** Developed a secure Python-based banking solution.
- **Caps Production System:** Built an inventory management tool using HTML, JS, Python.
- **TBS School & Salon Websites:** Created platforms using WordPress & PHP.
- **Electronics Website:** Developed an e-commerce platform with React JS & MySQL.
- **E-Learning System:** Built an online learning system with Java & MySQL.
- **Army PMA Website:** Created a website using WordPress & PHP.

Web & Software Developer
Freelance / Contract-Based   *Nov 2021- June 2025*

- Developed websites for multiple clients across industries including education, salon, and personal branding. Delivered tailored web solutions ensuring mobile responsiveness and SEO optimization using **HTML, CSS, JS and Python** for Backend.

Wordpress Developer
Freelance / Contract-Based   *Oct 2021 – May 2025*

- Built multiple WordPress websites for different clients and Integrated plugins, themes, and payment systems, ensuring mobile responsiveness and SEO optimization using tools such as **Elementor Pro, WP Bakery, Custom CSS, PHP, Contact Form 7, WooCommerce.**

Social Media Manager
Freelance / Contract-Based   *Aug 2023 – Apr 2025*

- Managed social media presence for brands including Lumina Solar Energy, Blue Horizon Creations (BHC), Signature Beauty Zone, Dosani Store, Café Shamma Abbasi, Skin Oasis Lahore, and The Foamma.
- Oversaw content planning, post scheduling, engagement growth, and platform-specific strategy across **Instagram, Facebook, TikTok, and YouTube.**

Graphic Designer

Freelance / Contract-Based   *Aug 2023 – Apr 2025*

- Designed over 100 graphics including social media posts, banners, flyers, product mockups, and story visuals for brands such as Blue Horizon Creations (BHC), Signature Beauty Zone, Dosani Store, Café Shamma Abbasi, Skin Oasis Lahore, The Foamma,Sama Al-Moheet and Lumina Solar, using tools like **Canva, Figma, and Adobe Photoshop.**

Video Editor

Freelance / Contract-Based   *Aug 2023 – Apr 2025*

- Produced and edited both short-form and long-form video content for marketing campaigns, reels, and promotional materials for clients such as BHC, Lumina Solar, Signature Beauty Zone, and The Foamma, using tools like **Capcut, Filmora, Camtasia, and InShot.**

Digital Marketing

Freelance / Contract-Based   *Aug 2023 – Apr 2025*

- Planned and executed targeted ad campaigns for BHC and Lumina Solar on Facebook and Instagram, including post boosting, audience targeting, and the implementation of basic SEO strategies to enhance reach and visibility.

CERTIFICATES

- Advance Diploma in IT – ITBW (Dec 2022)
- Leadership & Management Fundamentals – *Udemy (Hains Academy)*, Mar 2025
- Machine Learning with Python - Udemy,Nov 2022