

Muhammad Zar

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CAREER PROFILE

Dynamic software engineering graduate with a passion for crafting innovative solutions. Proficient in C#, SQL, and .NET technology, with hands-on experience in developing impactful applications. Adept at collaborating with teams to deliver projects on time and drive advancements in the software engineering field.

WORK EXPERIENCE

.Net Developer & Tech Lead, Smart Software Systems and Solutions (Abu Dhabi, UAE) 2023-2025

- Design, develop, and implement software solutions using the .NET framework and related technologies.
- Write well-structured, efficient, and maintainable code.
- Collaborate with UI/UX designers to create responsive and visually appealing user interfaces.
- Participate in architectural discussions and contribute to the design of software solutions.
- Ensure adherence to best practices, design patterns, and coding standards within the .NET ecosystem.
- Develop database schemas and work with databases using technologies such as Entity Framework, ADO.NET, or other ORMs.
- Write efficient queries, optimize database performance, and ensure data integrity.
- Perform thorough unit testing and integration testing of developed components.
- Identify and debug issues, and provide solutions to resolve defects and software anomalies.
- Analyze and optimize application performance, identifying bottlenecks and implementing improvements.
- Create technical documentation, including design documents, code comments, and user guides.
- Collaborate with other developers, designers, product managers, and stakeholders to gather requirements and ensure the successful delivery of projects.
- Participate in code reviews, providing constructive feedback, and maintaining code quality.
- Proactively suggest and implement improvements to existing systems.

Full Stack Developer and Team Lead, Samar Sol (Cambridge, UK)

2021-2023

- Designed and developed web applications using C# and .NET frameworks, including ASP.NET and MVC.
- Conducted requirement analysis and designed application architecture, ensuring scalability, maintainability, and security.
- Worked closely with project managers, designers, and other developers to deliver projects on time and within budget.
- Developed and maintained databases, including Microsoft SQL.
- Utilized version control tools, including Git, to manage code changes and maintain code repositories.
- Provided technical support to end-users, identified and resolved issues, and implemented enhancements to improve system performance and usability.
- Utilized cloud platforms such as Azure to deploy and maintain web applications.
- Experienced in developing, maintain and deploying iOS applications to the App Store.

Digital Marketing Manager, Dev Strings (Faisalabad, Pakistan)**2020-2021**

- Developed and executed comprehensive digital marketing strategies across multiple channels, including social media, email marketing, PPC, and SEO.
- Conducted market research and analysis to identify target audiences, key trends, and opportunities for growth.
- Worked with cross-functional teams to develop and launch new products and campaigns.
- Managed and optimized digital advertising campaigns, resulting in a 30% increase in revenue.
- Analyzed campaign performance metrics, identified areas for improvement, and implemented changes to increase ROI.
- Managed the company's social media accounts, growing the following by 50% in six months.

Self Employed, Home Tutor (Faisalabad, Pakistan)**2014-2020**

- Conduct assessments of student's academic abilities and identify areas of strength and weakness.
- Create personalized lesson plans for each student, based on their academic needs.
- Provide one-on-one academic support to students in their homes, covering various subjects and academic levels.
- Help students develop study skills and strategies to improve their academic performance.
- Track and monitor students' progress and adjust lesson plans accordingly.
- Communicate with parents and guardians about students' academic progress and provide feedback.
- Keep up-to-date with the latest teaching methods and techniques.

EDUCATION**BS Software Engineering, Riphah International University****2016-2020**

Awarded Gold Medal for Outstanding Academics throughout.

Intermediate of Computer Science, The Superior College**2014-2016**

Grade A in Computer Science.

RELEVANT SKILLS

- | | |
|-------------------------------|------------------------------|
| • Visual Studio | • Xcode |
| • Payment Method Integrations | • SQA Tools & Best Practices |
| • Microsoft Office | • Microsoft SQL |
| • Defect & Bug Discovery | • Team Leader |
| • Django | • Time Management |
| • App Development | • Git |
| • Software Testing | • Jira |

Highlighted Projects**1. Smart ERP HR and Payroll Web Portal**

Managed and developed an HR and employee management system with features including payroll processing, attendance tracking, leave management, employee self-service, and performance evaluation using MVC .Net Core and Microsoft SQL Server.

2. Endurance Race Timing System

Managed and enhanced a race timing system with features including real-time race tracking, participant management, automated result processing, and performance analytics using MVC .Net Core and Microsoft SQL Server.

3. Member to Member Brand Listing System

Developed the entire backend for a subscription-based brand listing platform using C#, enabling user engagement, seamless brand discovery, and secure payment processing through Stripe integration.

4. Pop Deal Loyalty System

Developed the entire backend for a loyalty point and deals platform using C#, enabling reward management, user engagement, and seamless payment processing through Hyper Pay integration.

5. Perkss Online & EPOS Ordering System

Designed and implemented a robust online and EPOS ordering system with a C# backend, supporting seamless order processing and secure transactions. Integrated multiple payment gateways, including Square, Stripe, Payment Sense, and PayPal, for enhanced payment flexibility and security.

6. Digital Appointment Generator Android App

Developed an Android application as a final year project to streamline doctor appointment scheduling. Built using Java, the app offers a user-friendly interface for booking, managing, and tracking appointments efficiently.

7. Online Watch Gallery Website

Designed and developed a visually engaging online watch gallery website as a semester project, utilizing HTML, CSS, Bootstrap, and JavaScript to enhance user experience and responsiveness.

8. Cafe Billing System Windows App

Developed a Windows-based Cafe billing system as a semester project, leveraging C# for efficient order processing, automated billing, and improved transaction management.

PROGRAMING LANGUAGES

- | | |
|----------|---------------|
| • C# | • JAVA |
| • SQL | • HTML/ CSS |
| • Python | • C++ |
| • Swift | • Java Script |

SKILLS

- Digital Marketing
- Great at Problem Solving
- Ability to Quickly Create and Apply Ideas and Solutions
- Good Leadership Skills
- Attentive Listening and Effective Oral Communication Skills