Muhammad Zubair Asim

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Lahore, Pakistan

PROFESSIONAL SUMMARY

Software Engineer with **3+ years** of experience building and deploying production-grade applications for global markets. Specialized in **backend systems design**, **AWS cloud infrastructure**, and **real-time distributed systems**. Led cross-functional backend teams while collaborating directly with international stakeholders in France, the UK, and the US. Core competencies include serverless video processing pipelines, **Generative AI** integration (OpenAI, LLM-powered features), geospatial systems, and real-time data synchronization.

TECHNICAL SKILLS

Backend & APIs: Node.js, NestJS, Express.js, TypeScript, RESTful APIs, WebSocket, Microservices, BullMQ
Cloud & DevOps: AWS (Lambda, S3, EC2, ECS, MediaConvert, SQS, SNS, CloudFront), Docker, CI/CD, Nginx
Databases: PostgreSQL, MongoDB, MySQL, Redis, Prisma ORM, PostGIS (Geospatial)
Mobile & Frontend: React Native, React.js, Flutter, Redux, Expo
AI & ML: OpenAI API, LangChain, LangGraph, LangSmith, CrewAI, NumPy, Pandas, Scikit-learn
Integrations: Stripe, RevenueCat, Google Maps API, Twilio, Socket.IO, FFmpeg
Additional: Python, .NET, C/C++, Git, Agile/Scrum, System Design, Client Communication

PROFESSIONAL EXPERIENCE

Software Engineer & Backend Team Lead
May 2025 – Present

Softaims
Lahore, Pakistan

- **Led backend team** across multiple client projects, directly communicating with **international clients** (France, UK, USA) to gather requirements, provide technical consultation, and deliver solutions
- Architected and deployed **multiple production applications and MVPs** using NestJS, AWS (Lambda, S3, MediaConvert, SQS), and Docker on ECS
- Engineered **serverless video processing pipeline** for a social media application using AWS MediaConvert and Lambda, implementing HLS conversion and automated delivery
- Built **AI-powered recommendation engine** with collaborative filtering algorithms to analyze user interactions and deliver personalized content feeds
- Developed **Mezordo pharmacy platform** for the French market with prescription validation, insurance integration (Vitale, AME), and multi-language support
- Optimized CloudFront CDN configuration, reducing video delivery latency by **40%** and bandwidth costs by **25%** through strategic edge caching
- Established **CI/CD pipelines** with GitHub Actions and automated Docker deployments, reducing deployment time from 2 hours to **15 minutes**

Associate Software Engineer
May 2024 – May 2025

Rhodium Tech
Lahore, Pakistan

- Developed **SnackOut food delivery platform** (iOS/Android) with real-time tracking, published on Google Play Store with integrated payment processing
- Built WebSocket-based live tracking system for concurrent rider-customer connections with sub-200ms latency using Socket.IO and Redis pub/sub
- Architected **Party Mode and Go Dutch features** enabling collaborative group ordering with real-time bill splitting functionality
- Integrated **Bank Alfalah and PayFast payment gateways** with PCI-DSS compliant card storage and security measures
- Implemented **PostGIS geospatial queries** for proximity-based restaurant discovery, optimizing search performance by 60%

Full-Stack Developer
August 2022 – May 2024

Techgoat
Remote

- Delivered multiple projects including custom web applications, RESTful APIs, and mobile apps using Node.js, React, .NET, and modern full-stack technologies
- Built secure authentication systems with JWT, role-based access control, and optimized database queries for PostgreSQL and MongoDB

KEY PROJECTS

LaLaLaugh – Social Media Platform | *AWS MediaConvert, Lambda, SQS, NestJS, React Native*
- Built a comedy-focused video sharing app with **serverless media processing**, converting uploads to HLS format at scale
- Developed recommendation system analyzing user behavior and engagement metrics for personalized content feeds

TwoBirds – Ride Sharing MVP | *Node.js, Socket.IO, Google Maps API, React Native*
- Built a real-time carpooling platform with **reverse-engineered Uber pricing API** and WebSocket-based live location tracking

Postpartum by NourishWise | *NestJS, Langchain, LangGraph ,BullMQ, PostgreSQL, React Native*
- Built an **AI-powered nutrition app** generating personalized meal plans for postpartum mothers using OpenAI integration
- Implemented BullMQ message queue for scheduled notifications and automated meal plan generation

UK Visa Portal | *Node.js, AWS S3, Stripe, React*
- Developed an automated visa application platform with document verification, Stripe payment processing, and application status tracking

EDUCATION

Bachelor of Science in Computer Science (BSCS) 2021 – 2025
Government College University (GCU), Lahore

MERN Stack Development Certification | *Ideoversity, Arfa Kareem Tower*

LANGUAGES

English: Fluent | **Urdu**: Native