NABEEL AHMAD

SENIOR BACKEND ENGINEER

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SUMMARY

I have a proven history of architecting, developing, and deploying full-featured web applications focused on user experience and performant back-end development. I am an expert in both enterprise and startup environments. Adept at collaborating in agile environments, I bring innovative problem-solving skills to deliver high-quality solutions. Committed to staying ahead in the tech landscape, I am dedicated to creating impactful user experiences.

PROFESSIONAL EXPERIENCE

Full Stack Engineer   **Dec 2021 - Present**
Keyhole (Remote), MERN

Keyhole is a matchmaking platform for high-performance global talent.

- Lead development of the social media analytics platform, powering real-time insights across Instagram, Twitter/X, Facebook, TikTok, YouTube, blogs, and forums.
- Designed backend services and dashboards using CakePHP for robust content, tracker and campaign management systems
- Developed microservices and RESTful APIs in Node.js—leveraging Express.js and NestJS frameworks—to aggregate, filter, and serve live metadata
- Front-end driven by React, delivering interactive charts (reach, engagement, sentiment, share-of-voice), post streams, and media walls
- Actively participating in client meetings to understand requirements and provide technical insights, strengthening client relationships.
- Coordinated inter-service communication via Node.js services and CakePHP modules (e.g. real-time event flows using web sockets or server push logic).

Software Engineer   **Apr 2020 - Oct 2021**
PwC (Remote) | MERN

PwC is a robust Hiring solution, enhancing experiences

- Successfully designing and implementing key features that enhanced user experience and increased customer satisfaction.
- Improving application performance through code optimization, leading to faster load times and increased efficiency.
- Working closely with cross-functional teams to deliver solutions that align with business goals and client needs.
- Identifying and resolving critical bugs, reducing downtime and improving overall system reliability.

Software Developer   **Sep 2018 - Sept 2020**
innRoad (Remote) | MERN

innRoad Creations is a Technology & Digital solutions provider that connects businesses with tailored software development expertise..

- Successfully designing and launching a user-friendly novel website that attracts a significant user base.
- Developing efficient web scraping scripts to gather and update novel data automatically, ensuring up-to-date content.
- Creating a robust database structure to store and manage scraped data effectively, allowing for easy retrieval and updates.

- Designed and implemented RESTful APIs with NodeJS REST Framework for frontend-backend communication
- Integrated OAuth authentication and role-based access control (RBAC) to improve security.
- Improved UI/UX by implementing Material-UI and Tailwind CSS, increasing user engagement.
- Developed frontend components with React.js, Redux, and Material-UI, improving page load times by 30%.

SKILLS

- Javascript (ES6+)
- NodeJs
- ExpressJs
- ReactJs
- NextJs
- NestJs
- Laravel
- Typescript
- HTML5
- Tailwind CSS / CSS3
- MySQL
- PostgreSQL
- MongoDB
- GraphQL
- Git/Github
- API Integration
- Docker
- RESTful API Design
- Version Control Systems
- AWS (S3)

PROJECTS

3 Lane Marketing

https://www.3lanemarketing.com/

A premium marketing agency excelling in branding, strategy, design, and tech expertise.

- Achieved top-notch app performance by integrating Next.js with WordPress, using Apollo Client for efficient content management.

Keyhole

https://keyhole.co/

Keyhole is a social media insights platform that empowers brands, agencies, and institutions to monitor their online presence and enhance social media management.

- By integrating React.js, Node.js, Express.js, CakePHP, and NestJS with MySQL, Keyhole provides comprehensive analytics that go beyond basic metrics, helping users make data-driven decisions.

Talkspresso

https://talkspresso.com

Talkspresso lets providers create their own unique handle and profile in seconds. With AI-powered service generation, your offerings come to life instantly—ready for anyone to explore and book sessions directly through your personalized page.

EDUCATION

Bachelor in Computer Science (2015 - 2019)   **Lahore, Pakistan**
University Of Lahore

STRENGTHS

Frontend & Backend Development
Proficient in a wide range of programming languages and technologies, with a strong focus on both front-end and back-end development.

Team Leadership & Agile Methodologies
Skilled in guiding development teams and projects, applying Agile methodologies to foster smooth and productive collaboration

Research and System Optimization
Skilled in conducting thorough research to enhance system performance and reduce development costs, while also introducing modern coding practices.