

# MOIZ FAROOQ

336.129.9610  
KARACHI, PK

Email: [progmoiz@gmail.com](mailto:progmoiz@gmail.com)  
Linkedin: [moizfarooq](https://www.linkedin.com/in/moizfarooq)

## SKILLS

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**Languages:** JavaScript/TypeScript, Python, Java  
**Frontend:** React, Redux, HTML5/CSS3, UI/UX, Storybook  
**Cloud:** Google App Engine, Heroku, AWS

**Data:** SQL, MongoDB, PostgreSQL, GraphQL  
**Backend:** Django, NextJS, Express.js, Node.js

## PROFESSIONAL EXPERIENCE

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### NextClimb

**US (Remote)**

*Software Engineer - Contract*

01/2022 - Present

- Developed an Amazon ad bids optimization using Python, Pandas, Google Sheets, and Node.js. Reduced campaign management time by 90%.
- Developed a supply chain management system for increased efficiency. Predicted future stock needs and reordered supplies accordingly, ensuring that the company never ran out of inventory.

### Puddleshaker

**Canada (Remote)**

*Co-founder*

06/2021 - 04/2022

- Successfully managed the full product development lifecycle for Puddleshaker.
- Responsible for the design and development of the frontend dashboard and customer-centric application.
- Utilized Typescript, Next.js, React.js, and AWS Amplify to develop software that provided an intuitive and streamlined experience for users.

### Fellowship.AI

**San Francisco (Remote)**

*Machine Learning Engineer*

05/2021 - 09/2021

- Implemented a machine learning application that improved the CTOR (Click to Open Rate) score by 20% for Dockers, a subsidiary of Levi Strauss & Co.
- Implemented image replacement, layout optimization, and color optimization algorithms to optimize email creatives.
- Participated in a weekly reading group on Data Science and novel research advancements.

### Robotic Labs Karachi

**Karachi, PK**

*Front-end Intern*

04/2019 - 06/2019

- Created the layout and design for a new website using WordPress.
- Developed the focused design to improve the user experience that's appealing to kids.
- Worked on the front-end development of the website, coding in HTML, CSS, and JavaScript.

### KITE Institute

**Karachi, PK**

*AI Research Intern*

06/2018 - 07/2018

- Conducted research on various solutions to current MOOC problems and surveyed their effectiveness.
- Developed software that prompts students with quizzes when their attention drops during the lecture.
- Utilized facial emotion recognition tools with integrated analytics.

## ARTICLES

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### [Creative CTOR Prediction and Optimization](#)

- Provide an easy-to-use tool for getting Click-Through Open Rates (CTOR) for desired email creatives along with an optimizer to increase the CTOR by making changes to the email creative.

## PROJECTS

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### Bundlebox

11/2021 - Present

- Bundlebox is a SaaS application that automates bulk-pack listings on Amazon to increase sales and profit margins.
- Developed using Typescript, Supabase, Node.js, React, and Next.js.
- Beta-tested with International Amazon Sellers and Extreme Commerce VA's
- Bundlebox helped increase sales by an average of 20% and profit margins by an average of 30%.

### Saiki

02/2020 - 12/2020

- Worked with a team of 4 engineers in building a SaaS Learning management system.
- Implemented UI/UX improvements to increase user engagement and satisfaction.
- Utilized technologies such as Django, React.js, Typescript, and PostgreSQL.
- Ensured application security and ability to interact with multiple APIs and databases.
- Played a key role in the development, improvement, and operation of web-based software

### Notex

06/2019 - 03/2020

- Provided a platform for students and academic researchers to search or take notes on YouTube videos and share them with their friends and the community.
- Developed a SaaS application using Typescript, Firebase, React, Redux, and React-router.
- Developed marketing strategy including email blasts, social networking, and cold calling.

## EDUCATION

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### Salim Habib University

B.S. Computer Science

Karachi, PK

Class of 2023