SHEHREYAR KHAN

Bay Shore, NY | (631) 882-4750 | shehreyarkhann@outlook.com | https://www.linkedin.com/in/shehreyarkhann

---

WORK AND RESEARCH EXPERIENCE

Hotel Holiday Inn Swat & Guest House, Swat, KPK, Pakistan
Retail Sales Manager,   September 2019 - February 2024

- Lead a team of retail sales associates to achieve **sales targets** and deliver exceptional customer service.
- Developed and implement **sales strategies** to maximize **revenue and profitability**, including **promotions**, **upselling techniques**, and **customer engagement** initiatives.
- **Train** and **coach** retail staff on product knowledge, sales techniques, and customer service standards.
- Monitor sales performance metrics, such as **conversion rates**, average transaction value, and **customer satisfaction** scores to take proactive steps to address any areas for improvements.
- Build and maintain relationship with hotel guests, local customers, and suppliers to drive repeat business.
- Handle **escalated customer inquiries**, **complaints**, and **issues**, resolving them promptly and effectively.
- Implementation of the **digital campaigns** and visual merchandising standards, that are **optimized** for sales.
- Stay informed about industry trends, competitor activities and customer preferences to identify opportunities.

Zama School EdTech Private Limited, Swat, KPK Pakistan   September 2021 – December 2023
Full Stack Developer

- Developed a comprehensive product for **educational institutions**, encompassing online classrooms, courses, assessments, attendance, fees management, exams, data analytics, and more.
- Utilized latest technologies and mostly frameworks of **JavaScript** such as **React**, **Next**, **Redux**, **Node**, **Express**, and also **TailwindCSS / Material UI**, **Axios**, **MySQL / MongoDB**, **Mongoose / Prisma**, **Jira**, **AWS**, and **Docker** to create robust applications.
- Contributed to various aspects of projects using **Waterfall** or best **Agile Methodologies** (e.g. **Scrum** or **Kanban**), moreover contributed to overall **project management**, **database development**, **RESTful API's creation and integration**, **graphics designing** for social media posts, and **online marketing campaigns** through **Ads**.
- Led the integration of **payment gateways** (e.g. **Stripe / PayPal, Google Pay** etc.) for fee management and subscriptions, streamlining financial transactions and enhancing the institution's revenue management processes.
- Collaborated with **cross-functional teams** to design and implement assessment modules, ensuring compliance with educational standards and facilitating efficient grading and feedback mechanisms.
- Conducted thorough testing of **API's** using tools like **Postman** and **Insomnia** for validating functionalities and performance.
- Developed visually appealing **UI/UX designs** using tools like **Bootstrap**, **ShadCn**, **Material UI** on the front-end and **Figma** and **Adobe XD** for prototyping, and **Adobe Illustrator**, **Photoshop**, and **Canva** for graphics designing, ensuring a seamless and intuitive user experience across web and mobile platforms (**Flutter**).

Outscalers, Rawalpindi, Punjab Pakistan   April 2021 – September 2021
Jr. Blockchain Developer (REMOTE)

- Developed **Smart Contracts** using **Solidity** for **creating**, **minting**, **buying**, **selling**, **auctioning** and transferring **NFTs**

  (Non-Fungible Tokens) within a marketplace application and uploading it to **blockchain** also validating it on **Etherscan**.
- Integrated **Truffle Suite** and **Mocha Chai** for smart contract compilation, and automated testing, ensuring the reliability and security of the blockchain functionalities
- Leveraged **Node.js** for **server-side development**, facilitating backend operations by using **GraphQL** and **Prisma** with **Sanity** database and **Ethers.js** and **Web3.js** for interactions with the **Ethereum blockchain** network and Utilized **IPFS** and **Infura** for decentralized storage of **NFT metadata** and assets, ensuring **data immutability**, redundancy, and accessibility across the network.
- Implemented **user authentication** and transaction signing using **Meta Mask** browser extension, enabling secure and convenient access to Ethereum accounts within the **marketplace application**.
- Designed and developed **frontend interfaces** to interact with smart contracts and display **NFT marketplace functionalities** using latest web technologies for front-end and back-end such as **React.js, Node.js, MongoDB, TailwindCSS, Material UI, Git, Heroku**
- Conducted comprehensive testing and debugging of blockchain functionalities.

COMPUTER SKILLS:

Programming:
C++, JavaScript, TypeScript, React.js, Next.js, Angular.js, Redux, Express.js, Node.js, Npm, Axios, Web3, Ethers, Flutter, MySQL, MongoDB, Sanity, Graphql, Prisma, TailwindCSS, Bootstrap, ShadCn, Material UI, Headless CMS

Applications & Platforms:
VS Code, Docker, Git, Jira (Kanban / Scrum), Postman, Insomnia, Notion, Ganache, IPFS, Android Stuido, Figma, Adobe XD, Canva, MS Word, Excel, Powerpoint, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, AWS, Firebase, Heroku, Cpanel, Wordpress, Hostinger.

EDUCATION

University of Swat, Swat, KPK, Pakistan
Bachelor of Science, Computer Science, July 2021