

Muhammad Usman, Senior Software Engineer

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Work Experience

Senior Software Engineer at Square (Block)

San Francisco, CA & Remote

June 2018 – Present

- **Internationalization & Localization** – Joined the internationalization team that maintained an open-source tool for managing translations for all of Block's products. Led the initiative for a replacement service to be used which involved researching potential vendors and evaluating if buy vs build made more sense for the company long term. Implementation for the final service involved onboarding new team members, leading the technical design of localization, and updating operational processes. Worked with Ruby on Rails.
- **Decisioning service UI** – Served as one of two team members building the UI to manage the logic, rules, and signals used to offer loans, prior to this it was a CLI tool. Worked with stakeholders on implementing quality of life improvements for operations related to decisioning. Focused on making the platform self-serve. Worked with typescript (javascript), go-lang, and ruby.

Full Stack Developer at Weebly

San Francisco, CA

Oct 2015 – June 2018

- **Growth & Marketing** – Partnered with the web marketing team to increase conversions on domain purchasing using A/B testing. Led the domain purchasing redesign which increased domain monthly revenue by 15% over a 3-month testing period. Implemented a new A/B testing system to improve the speed of bucketing users. Worked with javascript, backbone.js, and PHP.
- **Ecommerce dashboard & onboarding** – Created a redesigned dashboard for onboarding new users into the ecommerce platform built for the next generation editor. Built an on-screen guide within the editor to introduce important concepts and walk new users from setting up their website to publishing. Included Vue.js and Laravel into the development process and introduced a new workflow for translations.
- **Internationalization** – Took over the translation service which served as the primary content tool for translating to 35+ languages used by Weebly users around the world. Led an initiative to improve translations by working closely with the translation vendor.

Front-end Developer at Outbound.io

San Francisco, CA

April 2014 – Sept 2015

- **Campaign creation** – Designed and implemented all UI elements and pages for creating a campaign within the product, from signup to logging. The platform allowed non-technical users to create a behavioral marketing campaign which required building forks in the workflows. Worked alongside the cofounders to understand what goals the product solves for early adopters. Worked with Angular.js and interfaced with a REST API.
- **Logging & Dashboards** – Once a campaign was running, it was important to be able to filter and quickly scan for specific messages within a real time log. Added dashboards to monitor campaign performance.
- **Marketing & operations** – As one of the four employees at the company, I gained experience in a variety of roles, including marketing, sales, and operations. In addition to my primary responsibilities, I actively took on additional duties to support the growth and success of the business.

Front-end Developer at SquareTrade

San Francisco, CA

Sept 2012 – April 2014

- **Redesign** – Collaborated closely with the lead designer to enhance the overall UI for marketing and internal pages. Incorporated modern UI elements to provide a sleek look and enhance user experience. Utilized PHP and Javascript to implement these changes.

Skills

I am proficient in typescript / javascript, ruby, and go-lang. I've used Express.js and React to build full stack applications at companies I've worked at and also on my personal projects. I am also proficient in web technologies like CSS and HTML. I've worked with databases such as PostgreSQL, MySQL, MongoDB, PlanetScale, Redis. Other tools I use day-to-day include: git, ssh, vim, VS code, and many CLI tools.

Hobby Projects

As a technology enthusiast, I am often learning and discovering new things by experimenting with them outside of work. Recently, I have been interested in Next.js which I am using to build BoardSearch.io, a website focused on collecting information about keyboards.