MUHAMMAD ASIM

SOFTWARE ARCHITECT & ENGINEERING LEADER

GOOGLE CERTIFIED GEN AI LEADER | FULL-STACK SPECIALIST

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PROFILE

Software Architect and Google-certified Generative AI Leader with 14+ years building SaaS, fintech, and insurtech platforms, and leading engineering teams across agency and product environments. Currently the sole architect across four product lines for a UAE-based holdings group, owning system design, technology selection, and vendor integration. Built the group's AI-driven development practice on Claude Code and Claude Cowork, including a custom orchestration plugin and MCP servers that cut internal delivery time by roughly 60%. Deep hands-on work in React, Next.js, Node.js, and Vercel.

WORK EXPERIENCE

Software Architect (AI & Front-End)

myAlfred, UAE (Remote) | 2025 to Present

- Sole architect and technical lead across four product lines (CreditMarket.ae, HolidayMarket.ae, AlfredChat, IMCRM 2.0), owning system design and technology selection while working across engineering, QA, business analysis, and product.
- Lead the engineering team and run technical hiring for the group, including interviewing and onboarding new engineers.
- Built the group's AI-driven development practice on Claude Code and Claude Cowork, including custom MCP servers and multi-agent pipelines now used across teams.
- Standardised the group on Vercel with OIDC secure compute and Vercel Queues, running preview, QA, UAT, staging, and production environments, with Axiom logging, Sentry, and SonarQube gates.
- Set the quality bar across products: Vitest for unit tests, Playwright for end to end, and coverage gates of 80% and above.
- Integrated Bird and WebEngage for transactional and campaign email, and migrated the group from Bird to WebEngage in one week.
- Work directly with integration partners and vendors on technical solution design.

CreditMarket.ae (UAE Fintech Platform)

Next.js 15, React 19, TypeScript, MongoDB, Tailwind CSS, pnpm monorepo, Vercel

Financial products comparison and application platform covering several lines of business, with a public site and an internal CRM. Integrated UAE Pass, Emirates ID OCR, and AECB credit checks for real-time loan eligibility. **Launched publicly in September 2026.**

HolidayMarket.ae (UAE Online Travel Marketplace)

Next.js 16, React 19, MongoDB, NextAuth, Google OAuth, Nuitee LiteAPI, PayMob, Vercel

Multi-tenant travel marketplace and CRM using Nuitee LiteAPI for flight and hotel inventory and PayMob for payments. Built with strict RBAC, audit logging, and 90% test coverage. Taken from zero to public production in one and a half months. **Launched publicly in September 2026.**

AlfredChat (Multi-Tenant Customer Support SaaS)

Next.js, MongoDB, Pusher, Redis, Vercel Queues

In-house support platform giving each onboarded business its own chat widget, hosted interface, or embedded iframe, wired into that business's CRM to manage agents, advisors, conversations, and queue routing. Built in-house so customer data is never shared with third-party tools, replacing the group's WhatsApp-based support.

Alfred Orchestrator (Claude Code Plugin)

Claude Code, multi-agent pipelines, custom MCP servers, enforcement hooks

Custom plugin built with no third-party licensing cost. Runs delivery from requirements and documentation through implementation, QA, and review, with human approval checkpoints. Cut internal delivery time by roughly 60%.

AlfredGPT (Internal Generative AI Platform)

OpenAI Responses API, RAG pipeline, MongoDB vector search, NLQ, Node.js, React.js

Internal generative AI platform replicating ChatGPT for secure, domain-specific querying. Built the RAG pipeline and vector search on MongoDB, natural language query over company data, and usage analytics showing how teams use the platform. Reduced company software costs.

IMCRM 2.0 (UAE Insurtech CRM)

Next.js, MongoDB, PostgreSQL, migrated from Laravel PHP

Own InsuranceMarket.ae's internal CRM for advisors, customers, and policies at scale, and lead its migration from Laravel PHP to Next.js.

Associate Front-End Architect

Creative Chaos, Karachi (Remote) | 2022 to 2025

- Architected client platforms across UK property, travel, and UAE fintech, leading delivery teams and mentoring engineers on secure financial application patterns.

Foxtons Property Portal (UK)
ReactJS, Vite, Material UI, Google Maps, Judo Pay
Led the architectural migration from Next.js to ReactJS to clear technical bottlenecks, achieving a 35% performance improvement on a high-traffic property portal.

Landing.travel (Social Travel Platform)
ReactJS, Node.js, Google Maps API, Google Places, PWA
Led the PWA architecture and the delivery team to ship a social network MVP for travelers in 8 sprints, with interactive itinerary mapping.

Floos (UAE Fintech, Early Wage Access)
NestJS, PostgreSQL, ReactJS, TypeScript, AWS Kubernetes, Keycloak
Architected a fintech SaaS letting employees access earned wages, meeting UAE financial compliance and data security requirements.

Associate Front-End Architect
Confiz, Lahore (Remote and Onsite) | 2021 to 2022

- Led the team in a team-augmentation model for a Fortune 500 client and mentored developers on delivery standards.

Universal Configuration Management (Walmart, USA)
ReactJS, Material UI, Vite, Vertex
Designed the frontend architecture for Walmart's global store onboarding tool, handling POS, product, and payment configuration across all stores.

Principal Software Engineer
IBEX, TRG, Lahore | 2017 to 2021

- Principal engineer on internal enterprise platforms serving 25,000+ employees across IBEX centres in 7 countries.

Onboarding and Offboarding Automation
Python, Django, MongoDB, MySQL, Material UI, AWS, Docker, REST, SOAP
Enterprise automation tool handling access provisioning and de-provisioning for 25,000+ employees globally, cutting manual HR overhead.

Enterprise Notification System
RabbitMQ, Redis, MongoDB, ElectronJS, ReactJS, AWS, Docker
Real-time notification infrastructure handling high-volume alerts across multiple in-house enterprise applications.

Quartz Time Tracking and Payouts System
ReactJS, YII legacy migration, internal APIs, AWS, Docker
Migrated the legacy UI from YII to ReactJS for support agents across 7 global centres.

Reflex Survey System
ReactJS, Material UI, AWS, Docker, internal APIs
MVP for post-call customer feedback over SMS and email links, integrated with existing CMS databases.

Web Development Team Lead
Elasticbrainz, Lahore | 2016 to 2017

- Led the web development team and mentored junior developers and interns across gaming, property, and logistics clients.

Game Trading Platform
Laravel, Material UI, Stripe, PayPal
Game trading platform with secure wallet transactions and payment integration.

Property Management SaaS
AngularJS, MongoDB, Material UI
Scalable property management SaaS application.

Stockholm Delivery MVP
Google APIs, Firebase
Delivery application for bicycle riders in Stockholm, with real-time tracking.

Software Engineer to Web Development Lead
Satistrum, Lahore | 2012 to 2016

- Progressed from Junior Web Developer to Senior Engineer, Team Lead, and Managing Director, leading the web and mobile team, client communications, and deployments on cPanel and AWS EC2.
- Delivered full-stack work across CakePHP, CodeIgniter, Laravel, MySQL, and MongoDB, plus Android, iOS, and 2D game applications.

Freelance Projects

Independent | Alongside full-time roles

Betty 365 (Sports Betting PWA)

Python (Django), Node.js, ReactJS, PWA

Full-stack progressive web app for live soccer betting and virtual coin management, handling real-time match data and transaction logic.

TECHNICAL SKILLS

AI & Automation (Google Certified)

Claude Code, Claude Cowork, Claude plugin and agent development, custom MCP servers, multi-agent orchestration, OpenAI APIs, Gemini APIs, RAG pipelines, vector search, natural language query (NLQ), prompt engineering, responsible AI

Architecture

Multi-tenant SaaS, microservices, micro-frontends, pnpm monorepo, RESTful and SOAP APIs, serverless, queue-based design, third-party integration

Languages

JavaScript, TypeScript, Python, PHP, SQL

Frameworks & Libraries

React.js, Next.js, Node.js, NestJS, Express.js, Laravel, Django, Tailwind CSS, Material UI

Cloud & DevOps

Vercel (OIDC secure compute, Queues, preview/QA/UAT/staging/production environments), AWS (EC2, S3, RDS), Google Cloud and Firebase, Docker, Kubernetes, CI/CD

Quality & Observability

Vitest, Playwright, 80 to 90% coverage gates, Axiom logging, Sentry, SonarQube

Data & Messaging

MongoDB, PostgreSQL, MySQL, Redis, Pusher, RabbitMQ

Integrations

PayMob, Stripe, PayPal, WebEngage, Bird, Nuitee LiteAPI, UAE Pass, Emirates ID OCR, AECB, NextAuth, Google OAuth, Keycloak

CERTIFICATIONS

Google Certified Generative AI Leader

SOFT SKILLS

Leadership

Team management, mentorship, technical hiring, strategic planning

Management

Agile and Scrum, estimation, risk management, stakeholder management

Personal

Adaptability, problem solving, communication, time management

LANGUAGES

English (professional working proficiency)

EDUCATION

BS, Computer Science

COMSATS, Wah Cantt, 2009 to 2013