

# Muhammad Hammad

Full Stack Web Developer.

Islamabad.

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## PROFESSIONAL SUMMARY

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Full Stack Developer with 6 years of professional experience and 4+ years specializing in modern web application development. Experienced in React, Next.js, Node.js, MERN Stack, .NET, Umbraco CMS, Salesforce integration, eCommerce systems, performance optimization, SEO, and cloud-based deployments.

## TECHNOLOGIES

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Stack: JavaScript, TypeScript, React.js, Next.js, .NET, Express.js, MongoDB, PostgreSQL

Skills: HTML5, SCSS, Tailwind, Redux Toolkit, Bootstrap, Gulp, JWT, NextAuth, Nest.js, Docker, Nginx, Prisma ORM, React Context, Git, CI/CD, Figma, Umbraco, Selenium, Cypress, DevTools, Stripe, PayPal, Agile/Scrum, Vercel, Hostinger, Render, Azure.

## WORK EXPERIENCE

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### Full Stack Web Developer — Human Appeal UK (Hybrid)

Sep 2024 – June 2026

- Designed, developed, and maintained Human Appeal's suite of websites using Umbraco CMS and Salesforce as a CRM, ensuring efficient, testable, and well-structured code.
- Collaborated with cross-functional teams (development, communications) to deliver website features and conduct weekly testing (UAT, performance, SEO, security).
- Drove targeted development initiatives that improved performance and user experience, resulting in a 25% increase in online engagement and 99.99% website uptime.

### Sr. Full Stack Developer — Best Clinic Abroad (Contract, On-Site)

May 2026 – July 2026

- Boosted site performance score from 42 to 64% through targeted frontend and backend optimizations.
- Raised technical SEO score to 100% while cutting bandwidth usage from 30+ TB to under 400 GB.
- Architected CI/CD pipelines and analytics frameworks to streamline deployments and surface actionable user insights.

### Jr. React Developer → MERN Stack Developer — XS Tech Software Solutions (Hybrid)

Jan 2022 – May 2024

- Built engaging interfaces using React Hooks, Redux, and libraries like Ant Design, Material UI, and Bootstrap; optimized frontend components to ensure fast load times.
- Engineered custom, high-conversion layouts using WordPress, Elementor, and specialized WooCommerce hooks.
- Progressed to MERN Stack Developer, successfully launching a full-stack web app tailored for automotive clients.
- Developed and integrated new features and APIs, leveraging Postman for verification and speed enhancement to improve functionality.
- Contributed to developing and maintaining critical services, notably for Sherwin Williams' Formula Express project, where innovative solutions were required.

### Ecommerce & Customer Operations Specialist — XS Tech Software Solutions (On-Site)

Mar 2018 – Dec 2021

- Conducted SEO audits and performance optimizations that directly improved client store visibility, resulting in increased organic traffic and sales.
- Scaled WooCommerce and WordPress storefronts by managing technical product listings to maximize SEO visibility.
- Conducted thorough market research and data scraping to identify emerging trends.

## PERSONAL PROJECTS

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### Genesis Paint Pro Ecommerce Site (Next.js + Nest.js + Docker + Cloudflare)

- Developed an ecommerce website and fully working interactive dashboard for tobacco products with full feature integration required for drop shipping. [genesispaintpro.co.uk](https://genesispaintpro.co.uk)

### Alfalah-Waqf Hospital Management System (MERN)

- Built a full-stack web application enabling patients to book appointments and view doctor profiles, with secure authentication and role-based dashboards.
- Implemented a CI/CD pipeline with automated testing; optimized performance, reducing API response time from 11s to under 3s through image optimization and backend caching. [alfalah-waqf.vercel.app](https://alfalah-waqf.vercel.app)

## EDUCATION

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### BS in Software Engineering — International Islamic University, Islamabad, Pakistan

Sep 2013 – Jan 2018

## AWARDS AND CERTIFICATES

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- Certificate of Appreciation (2018) — Excellent Performance in Training Batch "CRO," Telenor Project.
- ASCII 17 Speed Programming Competition (2017) — Built a German traffic signs recognition system in C++, Qt, and OpenCV. [benchmark.ini.rub.de](https://benchmark.ini.rub.de)

## LANGUAGES

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English: Professional | Punjabi: Native | Urdu: Native