



MUHAMMAD SHAHID IQBAL

SENIOR SOFTWARE ENGINEER
& SOLUTIONS ARCHITECT

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EDUCATION

MCS

Computer Science
Islamia University, Bahawalpur
2012–2014 | CGPA: 3.5/4.0

B.Tech

Electrical Power
UET, Lahore
2009–2011 | 79%

PROFESSIONAL SUMMARY

Senior Software Engineer and Solutions Architect with 10+ years of experience designing and delivering scalable SaaS platforms, real-time communication systems, multi-tenant ERPs, and enterprise integrations. Proven track record leading engineering teams, translating complex business requirements into structured system architectures, and owning full delivery cycles from design to production. Expert in Laravel, Vue.js, Nuxt, and modern backend/real-time technologies.

KEY ACHIEVEMENTS

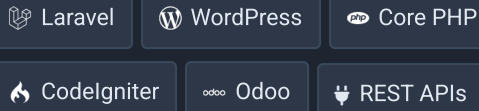
- Architected and delivered a multi-tenant real-time SaaS communication platform (Conversely) integrating messaging, telephony (Twilio/Bandwidth/PBX), automation, and WebRTC – used by multiple business clients
- Designed and led a 6-system integrated ecosystem for a restaurant chain (Haleem Ghar) – website, CSR portal, POS, rider app, customer app, and inventory system – all sharing a single Laravel backend
- Built offline-first POS with IndexedDB synchronization, real-time order routing, and printer integration for kitchen and receipt workflows
- Integrated government tax APIs (PRA/FBR), Odoo ERP, Stripe, Daraz marketplace API, and 20+ third-party services across multiple production systems
- Led cross-functional engineering teams since 2021 – managing architecture decisions, sprint planning, code reviews, and client delivery
- Designed multi-tenant SaaS architectures (subdomain isolation, per-tenant databases) across communication, education, and marketplace platforms

WORK EXPERIENCE

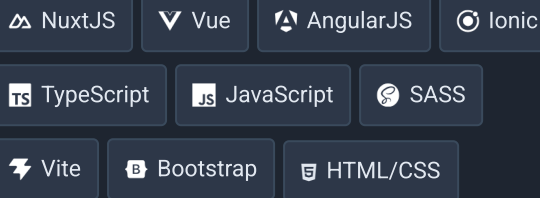
- **Team Lead & Solutions Architect** July 2021 – Present
 - 🏢 **App Makers**
 - 📍 Rawalpindi / Remote
 - Led architecture design and full delivery of multi-tenant SaaS platforms, real-time systems, and enterprise integrations
 - Translated complex business requirements into structured system designs, data flows, and module boundaries
 - Managed cross-functional engineering teams – sprint planning, task allocation, code reviews, and quality standards
 - Mentored developers, improving technical capabilities and reducing delivery timelines
 - Collaborated directly with clients and stakeholders to define requirements and ensure production-ready outcomes
- **Senior Software Engineer** Jan 2019 – June 2021
 - 🏢 **App Makers**
 - 📍 Rawalpindi
 - Designed and built high-performance backend systems and scalable REST APIs using Laravel
 - Led development of complex modules: POS systems, real-time communication platforms, and third-party integrations
 - Implemented real-time features using Socket.IO, Firebase, and event-driven architecture
 - Optimized database queries and system performance across large-scale multi-user applications
 - Integrated payment gateways, telephony systems, ERP platforms, and analytics tools

SKILLS / TOOLS

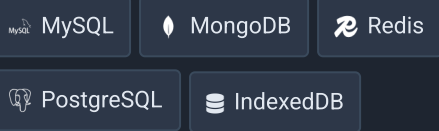
BACKEND



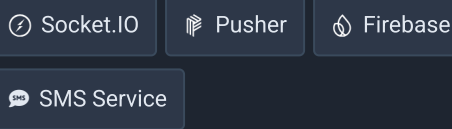
FRONTEND



DATABASE & STORAGE



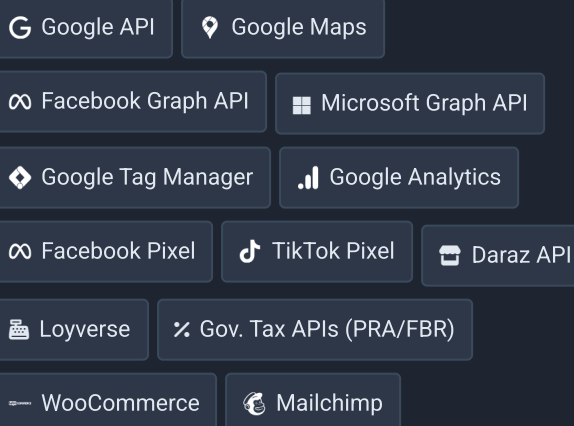
REAL-TIME & MESSAGING



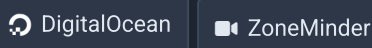
TELEPHONY & COMMUNICATION



APIS & INTEGRATIONS



CLOUD & DEVOPS



VERSION CONTROL



● Software Developer

July 2016 – Dec 2018

🏠 App Makers

📍 Rawalpindi

- Developed web applications and backend systems from business requirements using Laravel and PHP
- Built reusable frontend components and contributed to full-stack feature delivery
- Collaborated with senior developers to improve code quality and application maintainability

● Junior Developer

Jan 2015 – June 2016

🏠 Apps Vision

📍 Bahawalpur

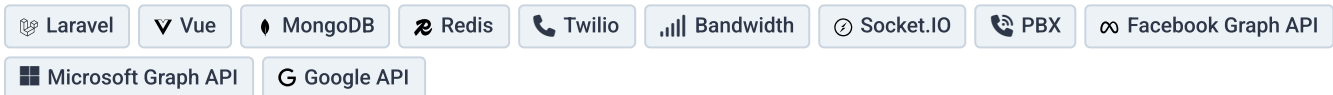
- Developed web application features using PHP, HTML, CSS, and JavaScript
- Assisted in debugging, testing, and maintaining existing systems
- Worked closely with senior developers to learn architecture patterns and delivery workflows

PROJECTS

Conversely Solutions Architect & Senior Developer

A multi-tenant SaaS communication platform unifying messaging, telephony, automation, campaigns, and operational reporting into a single operational system for multiple business clients. Designed the system architecture and led full-stack development.

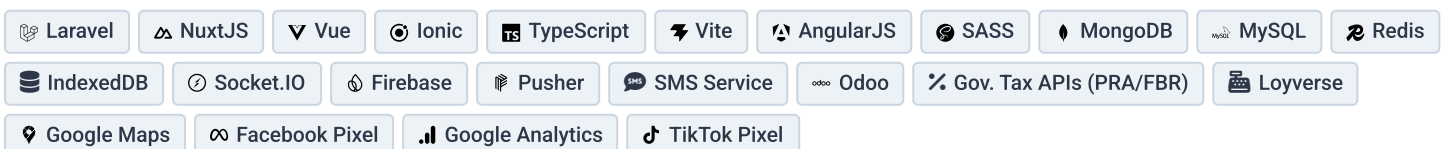
- **Multi-Tenant Architecture**
 - Designed fully isolated client environments with multi-tenant data separation
 - Scalable platform supporting multiple business clients from a single codebase
- **Omnichannel Inbox & Real-Time Messaging**
 - Queue-based message routing with team-level permissions and conversation management
 - Real-time notifications and agent workflows via Socket.IO
- **Automation Engine (STREAMS)**
 - Custom workflow engine with event/trigger-based actions (keywords, campaigns, system events)
 - Webhook support for external integrations and pipeline automation
- **Telephony & Video**
 - WebRTC-based browser calling with call logs, parking, and history
 - Video meetings with scheduling and shareable invite links
 - Twilio and Bandwidth integration for SMS, WhatsApp, and number provisioning
- **Campaigns & Marketing**
 - Dynamic SMS/WhatsApp templates, scheduled campaigns, promo codes, and surveys
 - DND/spam filtering and trigger-based automation
- **Payments & E-commerce**
 - Stripe integration for online payments
 - Built-in store module with products, customers, orders, and quotes
- **Reporting & Analytics**
 - Custom report generator with exportable reports and activity tracking
 - Centralized operational dashboard for monitoring performance across clients



Haleem Ghar – Full Ecosystem Solutions Architect & Team Lead

Designed and led delivery of a 6-system integrated ecosystem for a restaurant chain – customer website, CSR operations portal, POS, rider app, customer mobile app, and inventory system – all connected through a shared Laravel backend and operational data layer.

- **System Architecture**
 - 6 interconnected systems sharing a single API, authentication layer, and real-time data pipeline
 - Multi-branch, multi-zone operations with role-based access across all systems
- **Customer Website (Nuxt / SSR)**
 - SSR-based ordering platform with zone-based pricing, vouchers, and guest checkout
 - Integrated analytics: Google Analytics, Facebook Pixel, TikTok Pixel
- **CSR Operations Portal (Laravel, Vue 2)**
 - Centralized call center platform for order management, rider coordination, and branch configuration
 - Real-time dashboards, catering system, campaign tools, and ERP (Odoo) integration
 - Government tax compliance: PRA/FBR fiscal invoice generation
- **POS Portal (Offline-First)**
 - Role-based POS for Order Taker, Cashier, and Manager with offline support via IndexedDB
 - Automatic KOT and receipt printing, real-time sync when connectivity restored
- **Rider App (Ionic / Vue 3)**
 - Smart geo-based order assignment: zone, geo-radius, time-slot, and route-grouping rules
 - Capacity constraint engine, cool-down timers, and geo-validated delivery completion
- **Customer Mobile App (Ionic / Vue 3)**
 - Full ordering flow with real-time Firebase notifications, order tracking, and catering support
- **Inventory Management System (Laravel, AngularJs)**
 - Multi-branch supply-chain platform: procurement, production, inter-branch transfers, and audits
 - Demand voucher system with full lifecycle tracking and automatic inventory transactions
 - Integrated with Haleem Ghar POS and Loyverse via webhooks and Redis shared state



SooperSeller Solutions Architect & Team Lead

A multi-client SaaS platform for centralized Daraz marketplace management — product publishing, order synchronization, and store-level configuration across multiple clients and stores from a single dashboard.

- **Multi-Client & Multi-Store Architecture**
 - Structured hierarchy: Platform → Clients → Stores with isolated environments for premium clients
 - Scalable design supporting growing numbers of stores and synchronized data
- **Marketplace Integration**
 - Automated order, product, and store synchronization via scheduled background jobs (Daraz API)
 - Near real-time syncing with robust API communication and data consistency handling
- **Centralized Product Management**
 - Create once, publish to multiple Daraz stores with per-store price and description overrides
 - Bulk product operations for operational efficiency at scale



Express Callback Center Developer

A full call center management platform with WebRTC-based in-browser calling, real-time agent dashboards, PBX integration, queue management, and SMS campaigns.

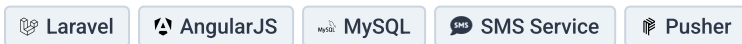
- **WebRTC Call Handling**
 - In-browser calling with queue-based routing, call parking, voicemail, and call recording
 - Real-time ringing and call actions (accept, reject, park, notes) on agent dashboard
- **Multi-Portal System**
 - Agent portal: call queues, voicemail, call logs, and role-based widgets
 - Admin portal: real-time monitoring, live call listening, agent performance, PBX configuration
 - Live tracking of active calls, agent statuses, and queue activity via Pusher
- **SMS Campaigns & Reporting**
 - Create and send SMS campaigns with CSV import and contact list support
 - Automated report generation with scheduled email delivery for call and agent analytics



SchoolPK Developer

A multi-tenant SaaS ERP for educational institutions — each school operates on its own subdomain with an isolated database, covering academic management, HR, finance, and administration.

- **Multi-Tenant Architecture**
 - Subdomain-based tenancy with fully isolated per-institution databases
 - SaaS billing layer tracking institutional subscriptions and payments
- **Core Modules**
 - Academic: class management, timetable builder, attendance, examinations, marks sheets
 - HR: employee management, salary slips, attendance reporting
 - Finance: fee vouchers, accounts, expense tracking, balance sheets
 - Messaging: SMS to students and guardians with history tracking
- **Access Control**
 - Role-based user management with granular permissions per staff type



Cloud CCTV Platform Developer

A centralized surveillance management platform aggregating multiple ZoneMinder servers into a single unified interface with live monitoring, customizable camera layouts, and video playback.

- **Multi-Server Aggregation**
 - Dynamically add and manage multiple ZoneMinder servers from one platform
 - Unified auth and token management with secure per-server communication
 - Combine cameras from different servers into a single monitoring layout
- **Monitoring & Playback**
 - Live camera feeds with smooth layout switching
 - Historical video playback and clip download from ZoneMinder logs



Pesticide Inventory Management System & Website Developer

A business management and inventory system for a pesticide trading company covering product stock, customer credit ledgers, vendor transactions, financial reporting, and a customer-facing website with account access.

- Inventory tracking: purchases from distributors, sales, returns, and real-time stock updates
- Credit-based customer ledger with outstanding balance tracking and filterable reports
- Profit/Loss insights based on sales, purchases, and expenses
- Customer portal: login to view purchase history and account balance

 Laravel AngularJS MySQL

Purchase & Sell Management (Gold Trading System) Developer

A specialized transaction management system for gold traders – recording sales and purchases in gold weight with synchronized financial records, customer/dealer account management, and Urdu language support.

- Gold-weight based transaction system with market price conversion for valuation
- Separate customer (sales) and dealer (purchase) account management with running balances
- Expense tracking and profit/loss reporting
- Urdu language support for local business usability

 Laravel AngularJS

PetCam – Remote Pet Monitoring System Bug Fixer

A pet monitoring platform for pet care providers integrating with ZoneMinder CCTV to stream live footage of pets to their owners. Contributed to bug fixing and system stability.

 Core PHP ZoneMinder

Event Registration System Developer

A controlled-access event management system for invitation-based events with secure registration, automated participant card generation, and group assignment.

- Secure participant registration with access control
- Automated card generation and group assignment
- Exportable summary reports for event coordination

 CodeIgniter MySQL

Shade Trade – Lightweight E-commerce Platform Developer

A streamlined e-commerce platform with product management, shopping cart, secure checkout, online payment integration, and order tracking.

- Product catalog with categories and inventory tracking
- Shopping cart, checkout flow, and online payment integration
- Order tracking and stock management

 CodeIgniter MySQL

PromptMe – Automated Email Campaign System Developer

A content-driven engagement platform delivering scheduled daily questions to users via Mailchimp with template management and automated email distribution.

- Automated daily question delivery via Mailchimp campaigns
- Template management and scheduling system for content distribution

 CodeIgniter MySQL Mailchimp

TruthPlz – Social Rating Platform Junior Developer

A social platform for rating friends on personality traits – aggregating scores to generate average personality insights for personalized content recommendations.

- Multi-criteria rating system with aggregated personality scoring
- Data-driven approach for personalized recommendations

 CodeIgniter

 MySQL

Molecule32 – E-commerce Beauty Store Plugin Customization

WooCommerce-based beauty products store with customized shopping workflows, payment gateway integration, and tailored checkout experience.

- Customized WooCommerce product management and checkout workflows
- Payment gateway integration and order management configuration

 WordPress

 WooCommerce


 MySQL

Kelly Lovato – Real Estate Listing Platform Assistant Developer

WordPress-based real estate platform integrated with RETS/MLS (Retsmd) API for automated daily property synchronization via cron jobs with advanced property search.

- Automated daily property sync from RETS/MLS API via cron jobs
- Advanced filtering by property type with dedicated agent profile pages

 WordPress

 MySQL

 Retsmd API

Auto Care – Vehicle Service Booking System Assistant Developer

WordPress-based vehicle service booking platform with configurable time slots, admin-managed working hours, and overbooking prevention.

- Dynamic appointment booking with configurable time slots and service intervals
- Admin-managed working hours, holidays, and structured slot allocation

 WordPress

 MySQL