MUHAMMAD NAEEM QURESHI

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SENIOR SOFTWARE ENGINEER POSITION

Highly skilled Senior Software Engineer Position (Adobe Commerce Certified) with a proven track record of implementing custom features and optimizing efficiency. Recognized for expertise in MACH architecture & large-scale web development, 3rd party & ERP integration. Adept at client management, requirements gathering, and designing efficient solutions. Proficient in AWS management, OCI, Docker, DevOps, and CI/CD practices. Strong in API development and seamless system integration. Experienced in eCommerce data flow and third-party extension analysis, including integration. Demonstrated ability to handle multiple clients and ensure their satisfaction. Utilizes task management tools to organize and track project tasks effectively. Promoted to Magento Architect and Team Lead for exceptional performance. Accomplished Adobe Commerce Professional Certificate holder. Successful in migrating systems and deploying Adobe Commerce extensions, delivering high-quality solutions.

--- TECHNICAL PROFICIENCIES ---

E-Commerce, Web Development, and Integration	Adobe EE/Commerce, B2B, B2C, Headless Commerce GraphQl, Web Backend Developer, Adobe Cloud Projects, Data flow architecture sync with ERP, marketplace and POS, Page Builder utilization, Adobe Commerce Extensions, POS Integration, UI/UX Theme Integration and update, Other Tools (WordPress, OSCommerce, XCart, Shopify, WooCommerce, BigCommerce), LMS App Development & Integration, Inventory Management System, Financial Solution Development, Web Application Upgrade and Migration, Custom e-Commerce System Development and Integration, SQL Injection Prevention System PHP & Cyber Security, New Relic, APIs Development and Integration (REST, SOAP, GraphQl) etc.
Web Development & Agile:	PHP 7+, Go Development, Golang, PHP MVC (Laravel, CakePHP, CodeIgniter), ASP.Net MVC, DBMS, MySQL, HTML, CSS, HTML5, CSS3, JavaScript, AngularJS, ReactJS, knockout js, MERN, MEAN, Firebug, xdebug, GIT, Git Version Control, REST API, SOAP.Api, GraphQl, XML-RPC, Composer, CDN, Varnish cache, Redis cache, RabbitMQ, Agile Methodologies, Scrum
Tools & Technologies	Docker, SVN, BitBucket, Jira, Trello, POSTMAN, Web APIs, Linux (Ubuntu, Debian), AWS (EC2, S3), GCS, OCI, Windows, Nginx, Php-fpm, Apache, IIS, Google Analytics, LEMP, LAMP
Database & Backend:	SQL, Entity Framework, MS SQL Server, Oracle Data Sync with System, Python IronEngine, Python 3.x Core, Microservices
Other Skills	MS Word, MS Excel, MS PowerPoint, Team Management Tools, CI/CD, PWA Studio, SaaS, A/B Testing, SASS, LESS, Grunt Gulp, SOLID Principles, SDLC, ElasticSearch, Opensearch
AI Agent Frameworks & Tools	n8n, Zapier + AI, OpenAI, Agents API, Flowise, Haystack, LlamaIndex, Hailuo.ai, Canva, Meta.ai, Grok, AI Enable Developer, Curser, Claude

CAREER TRAJECTORY

Belgrade, Serbia March 2020 To Date

Project-X Agency - Web Development, eComerce Consultant & Lead Developer (Certified)

- Successfully implemented custom shirt configuration using ReactJs feature in Adobe, enhancing customer experience.
- Streamlined order synchronization between ORO ERP, Factory Systems, and Adobe, optimizing efficiency.
- Enhanced client management abilities, proficient in gathering and understanding requirements.
- Designed custom solutions and streamlined data flow, ensuring efficient system architecture.
- Acquired foundational skills in AWS management, enabling basic cloud infrastructure administration.

Responsibilities:

- A backend developer with expertise in headless WordPress, PHP to GoLang, e-commerce consultancy, extension development, and integration of 3rd party extensions provides support.
- Proficiency is demonstrated in API development and seamless integration with existing systems.
- Thorough testing, verification, and efficient deployment on staging/production servers are ensured.
- Knowledge extends to basic AWS management, Docker, and CI/CD practices.
- Customer and website support, code review, merging, and deployment services are offered.
- Active involvement is maintained in project requirement gathering and meticulous documentation practices.
- Efficiently handle multiple clients, ensuring their satisfaction and success.
- Utilize task management tools such as Trello and Jira to organize and track project tasks effectively.

NEXTBRIDGE (PVT) LTD, Lahore, Pakistan **Jul 2018 - March 2020**

Pakistan - Lead Software Engineer (Backend Developer)
- Promoted to Sr. Software Architect and Team Lead at Nextbridge for exceptional performance.
- Achieved Adobe Commerce Certificate.
- Developed custom extensions automating CSV generation, validation, and import from the MCS System into Magento.
- Implemented order export and synchronization with MCS System using MS SQL Server Database.
- Created and deployed multiple Magento extensions as free products on Magento Marketplace.
- Successfully migrated from Windows to Linux and local LAMP to Docker and Kubernetes containers.

Responsibilities:
- Expertise in developing and architecting Magento backend extensions.
- Seamless integration of third-party extensions into Magento-based systems.
- Proficiency in basic AWS management for smooth project deployment and hosting.

SYSTEMS LTD, Lahore, Pakistan **July 2017 - June 2018**

Advisory Software Engineer
- Faced with joining a large Adobe Commerce teamwork at TeamViewer, I was contributing skills and expertise.
- Seamlessly integrated data sync between Adobe Commerce and Microsoft Dynamics AX, ensuring smooth information flow and synchronization.
- Achieved real-time inventory management, enabling timely updates and accurate stock tracking for improved operational efficiency.

Responsibilities:
- Proficient web backend developer specializing in Page Builder management and integration with extensions.
- Successfully integrated inventory import and order exports with Microsoft Dynamics AX for various Adobe/Magento Commerce projects using APIs and Commerce Link Middle Layer.

SHEENSOL TECHNOLOGIES, Lahore, Pakistan - *Sr. Full Stack Software Engineer* Feb 2008 - Jul 2017
- Achieved promotion from Senior Software Engineer to Junior Team Lead.
- Accomplished website development from scratch, including converting PDF to HTML, designing the database, implementing development, unit testing, and deployment.
- Developed a payment gateway plugin/extension for e-commerce solutions like OSCommerce.
- Initiated development of Magento 1.9.1 Enterprise Edition and custom eCommerce development.
- Successfully delivered projects using CakePHP, Laravel, and CodeIgniter frameworks.
- Worked as a team member in healthcare projects successfully developed using CakePHP framework.

PROJECT DEVELOPMENT & MANAGEMENT EXPERIENCE

Fruits & Passion (Adobe Commerce B2B) - https://fruits-passion.com/ • Backend Developer. Covered custom extension development, code Verification + merging + deployment, microservices (like Varnish cache, Redis cache, and Elasticsearch are enabled), combine (B2B & B2C) team member, Magento upgrade etc.

TeamViewer - (Adobe Commerce B2B) - https://www.teamviewer.com/ * Worked as a team member of a Adobe backend developer team, I covered custom extension development, third-party extension development, real-time order management, and order sync with MS Dynamics AX ERP.

LOEB Project - https://loeb.ch/ * As Magento backend developer: custom extension development, 3rd party services integration, Klaviyo integration, GraphQl & webapi extensions, custom shirt-configurator development (AngularJS), Products + Orders Sync with ORO ERP, Order Sync with Factory Wearhouse, Magento upgrade, support, etc.

Yidio - https://www.yidio.com/ As a team member of Yidio team. Web development, services, and API developer for data fetching and rendering data. **More Links:** https://100poundsocial.com/, https://www.motomap.es/,https://wordpress.org/plugins/rankology-seo-and-analytics-tool/ **(WP)**, https://zarafaksa.com/, https://www.theentertainer.pk https://www.tbdeyewear.com/ **(Shopify)** www.laptopoutlet.co.uk **(B2B)**, https://discountcopiercenter.com, https://makprinting.com, https://clicknpay.com (B2B, MultiSites)

EDUCATION & PROFESSIONAL BACKGROUND

BACHELOR OF SCIENCE (B.SC.) HONS, COMPUTER SCIENCES • **University of the Punjab, Lahore - 2003 - 2007**