

# Usama Javed

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## SUMMARY

Full-stack software engineer with 1+ year of experience building robust web applications using MERN stack. Proficient in developing both front-end and back-end components. Skilled in (React.js, Node.js, MongoDB, SQL/MySQL, RESTful APIs, database design). Passionate about crafting user-centric and efficient software solutions.

## EXPERIENCE

### Full Stack Software Engineer

#### DubizzleLabs

July 2023 - Present, Lahore, Pakistan

- Collaborated with a cross-functional team to develop a multi-tenant CRM (Carforce) for managing car auctions and client relationships, serving major clients such as OLX, Kaidee, and Dubizzle Cars.
- Engineered an efficient key mapping solution between Carforce and the external system Dubizzle, reducing reliance on external APIs and boosting performance of dependent modules by **70%**.
- Revamped the Auction module of CRM using Firebase, enhancing real-time functionality and reducing **processing time by 50%**, while ensuring data security through Firebase security rules.
- Automated the car ad posting process on the Dubizzle platform through our CRM, slashing ad posting **costs by 50%** and reducing posting **time from 7-8 minutes to 1 minute**.
- Architected a sophisticated preference module that automatically analyzed customer preferences, matched them with inventory, and seamlessly integrated with an email module for targeted marketing. This innovative initiative drove a remarkable **\$3 million USD business growth**.
- Identified and resolved performance bottlenecks in response to a **50% increase in customer load**, employing optimization techniques like caching, indexing, and eager loading. Achieved a **40% reduction in response times**.

## EDUCATION

### Bachelors in Software Engineering (BSSE)

Punjab University College of Information and Technology (PUCIT) • Lahore, Pakistan • 2023

• CGPA: 3.5

## PROJECTS

### Carforce

- A multi-tenant CRM system to streamline the management of car inspections, buying and selling of cars, customer interactions, and car auctions.
- **Technologies Used:** Node.js, Express.js, React.js, MySQL, RESTful APIs, Firebase for real-time auction of car.

### OLX Motors

- Contributed to the development of OLX Motors, a platform dedicated to buying and selling vehicles.
- **Technologies Used:** Javascript, React.js, Node.js, Express.js, MySQL, RESTful APIs, Docker, AWS.

### NetflixGPT - Netflix Clone with AI-Based Recommendations

- Developed NetflixGPT, an entertainment-focused Netflix clone, featuring user authentication, content browsing, and streaming capabilities. Integrated AI-based recommendations to provide personalized content suggestions, enhancing user experience and engagement.
- **Technologies Used:** React.js, Redux, TailwindCSS, Firebase.

### E-Stamp Verification System (Final Year Project)

- E-Stamp Verification System, an innovative solution developed to authenticate public E-Stamps using blockchain technology.
- The project aims to provide a secure, tamper-proof, and automated method for verifying the legitimacy of E-Stamps, leveraging the decentralized nature of blockchain to ensure transparency and trust.
- **Technologies Used:** React.js, Node.js, Express.js, Multer, Socket.io, Solidity, Ethereum.

## SKILLS

React.js, Javascript, TailwindCSS, Html/CSS, Node.js, Express.js, SQL/MySQL, MongoDB, git/github, Redux, Bootstrap, ES6, Webpack