



Muhammad Waqas, PSM™

Commerce & Innovation Technology Manager

Software Engineer | Engineering Management | Project Management



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Valid UAE Driving License



May 09, 1993



Dubai, UAE

PROFILE SUMMARY

- Professional Scrum Master having 07+ years of experience in full-stack development, software analysis, operating system, project management, system integration, system architecture and designing, engineering management and database designing. Possesses extensive knowledge of full stack development, SaaS applications, DevOps practices, software construction, object-oriented programming, e-commerce, technical support, web apps, agile delivery, software deployment & solution development
- Performance-oriented individual with expertise in pipeline design, new features development, SDLC processes, services oriented/automated applications, domains & hosting management, and performance analytics. Diligent person, possesses great potential to apply software engineering principles in designing, development, maintenance and evaluation of software
- Effective & innovative team player holding familiarity with software requirement engineering, quality assurance, business data catalogs and web, desktop & cloud technologies; excels at functional requirement analysis, database, layout responsiveness, API integration, verification, validation and complex stored procedures; Expert in consulting with clients, guiding users, providing after-sales support, collaborating with developers and collecting data relevant to implementation to ensure smooth transition
- Innovative individual possessing strong command on programming languages. Capable of utilizing application frameworks. Experienced individual with ability to manage teams and projects while providing expert level consultation to improve resource efficiency; possessing finest blend of technical skills with ability to work independently and as part of teams

CORE STRENGTHS & ENABLING SKILLS

- Software Development Engineering
- System Architecture & Design
- Full Stack Development
- Technical Project Management
- Pipeline Designing
- System Maintenance & Repair
- Risk Assessment & Mitigation
- Technical Specification Analysis
- Business Requirements Analysis
- Technical Reporting Skills
- Team Building & Leadership Skills
- Communication & Presentation Skills

TOOLS/TECHNOLOGIES & TECHNICAL SKILLS

Commercetools | Vue Storefront | Storyblok | Shopify | Ecomz | Make | Retool | JotForm | Laravel Forge | Google Cloud Platform | Amazon Web Services | GoDaddy | Cloudflare | Bluehost | Digital Ocean | Send Grid | Twilio | Stripe | Adyen | Total Processing | Gorgias | Jira | GitHub | NpmJS | NodeJS | ReactJS | VueJS | NuxtJS | PHP | Laravel | CodeIgniter | jQuery | Bootstrap | HTML | CSS | MySQL | Sequelize | DevOps | Scrum Methodology | Analytical Dashboard

PROFESSIONAL EXPERIENCE

Fine Hygienic Holding, Dubai, UAE

Working as *“Commerce & Innovation Technology Manager”*, March 2022 – Present

Responsibilities/Accomplishments:

- Overseeing overhaul of platforms, with focus on enhancing user experience & functionality. Developing comprehensive project plans and documentation for project revamping initiatives. Identifying potential risks and implementing strategies to mitigate
- Serving as primary point of contact between stakeholders and project development team. Spearheading project team to ensure efficient collaboration and task execution. Establishing and enforcing quality standards to ensure high-quality deliverables
- Proficiently handling timelines & milestones while adeptly monitoring project timelines & ensuring timely achievement of milestones. Expertly generating regular reports on project status, progress & key performance indicators for smooth working
- Addressing conflicts within project team and facilitating resolution while identifying opportunities for process improvement and implementing best practices. Fostering relationships with vendors to ensure timely and quality delivery of services
- Managing all aspects of platforms maintenance, including incorporation of new features & handling change requests. Handling end-to-end order fulfillment process for Direct-to-Consumer operations in liaison with third-party logistics (3PL) providers
- Overseeing implementation of DevOps services to enhance development/deployment processes. Consulting with management team to develop long-term commercial plans while suggesting budgets and improvements based on provided information
- Streamlined all aspects of departmental operations, including budgeting, scheduling and resource allocation. Resourcefully implementing innovative approaches to streamline workflow processes, resulting in improved efficiency and cost savings
- Negotiating favorable terms suppliers regarding procurement. Leading recruitment activities for section and overseeing selection process from start to finish. Liaising with other departments to ensure cross-functional alignment across projects
- Expertly developing comprehensive plans outlining short-term objectives for each member of section. Facilitating productive communication between senior management and operational teams. Skillfully conducting regular meetings with staff to discuss performance objectives and devise strategies for achieving them. Leading Commerce Operation Management (COM)

Major Achievements:

- Launched Motiva Supplements online store, improving product visibility and customer interaction with easy-to-use design
- Successfully launched revamped website, enhancing corporate branding and user experience
- Delivered redesigned Fine Baby World website, improving customer engagement and accessibility
- Successfully launched Fine Tissues website, improving brand visibility and customer engagement with a user-friendly design
- Optimized internal/external websites, integrated social media and collaborated with cloud-based systems (Oracle, Salesforce, Microsoft). Oversaw implementation of security applications for B2B and B2C, ensuring robust and secure operations
- Migrated over 24 applications (legacy) including payment engines, security on to a single integrated platform seamlessly and that enhance ability to be more agile, nimble and cater to different economic as well as consumer trends

Shopini Logistics, Dubai, UAE

Worked as **“Senior Software Developer”**, January 2019 – March 2022

Responsibilities/Accomplishments:

- Supported in system development with analytical dashboard to monitor operational efficiency while integrating software with current production hardware. Led software changes and updates, including tech specifications and system architecture
- Generated additional performance by improving initial analytics solutions. Resolved production issues through troubleshooting techniques, i.e., log analysis & debugging tools. Rendered active support in EPR implementation for financial management
- Integrated 3rd party APIs into existing software systems for improved functionality. Facilitated bi-directional integration with shipping companies, i.e., FedEx, Aramex, DHL, USPS etc. for logistics implementation in accordance with company’s policies
- Provided technical guidance to junior developers in developing high-quality software products. Designed database schemas for complex web applications. Effectively maintained version control systems for tracking changes in source codes over time

Major Achievements:

- Successfully launched ShopiniWorld SaaS platform, as team lead throughout project
- Designed/developed warehouse management system from scratch, ensuring seamless integration with existing operations

Alot, Dubai, UAE

Worked as **“Laravel Developer”**, May 2018 – December 2018

Responsibilities/Accomplishments:

- Attended regular meetings with project manager around fiscal planning and issue resolutions. Played significant role in long-term planning, with view to deliver project at decided time. Coordinated team for better output and maximum efficiency
- Met with project manager to understand their development requirement and ensured timely completion of allocated project. Reviewed and implemented solutions for bugs and enhancements within software to participate in process improvements
- Managed and increased effectiveness and efficiency of development team through improvements to each function as well as coordinated/communicated between development team. Performed unit testing of code to ensure application functionality

PRIOR EXPERIENCE

- ✚ Worked as **“Junior Software Developer”** at Createch Global Solutions, Karachi, Pakistan (August 2016 – February 2018). Wrote well designed, testable & efficient code by using best software development practices. Created website layout/user interfaces by using standard HTML/CSS practices. Integrated data from various back-end services and databases. Gathered & refined specifications and requirements based on technical needs. Created and maintained software documentation while maintaining, expanding, and scaling site. Stayed plugged into emerging technologies/industry trends and applied them into operations and activities. Cooperated with web designers to match visual design intent

AWARD

- **Top Performer 2023** – Fine Hygienic Holdings

PROFESSIONAL TRAININGS & CERTIFICATIONS

- **PMP Certification**, PMI (In Progress)
- **Professional Scrum Master™ I (PSM I)**
- **Certifications Foundations of Project Management**

PROFESSIONAL QUALIFICATION

- **IICT - University of Sindh, Pakistan (2013 – 2016)**
BS – Software Engineering

Portfolio Link: <https://swaqas.com>