

Muhammad Usman

| Full Stack Developer & AI Automation Engineer

Gujranwala, Punjab, Pakistan

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Summary

Performance-driven Full Stack Developer and AI Automation Specialist with 3+ years of experience delivering scalable SaaS and CRM solutions. Proven track record of reducing lead response times to under 2 minutes and increasing website performance by 40% through custom MERN and WordPress architectures. Expert in bridging the gap between business strategy and automated execution to drive measurable revenue growth.

Experience

Lahore, Pakistan

BrandBonjour

2024 – Present

CMS Web Developer & SaaS Product Developer

- Engineered and optimized responsive WordPress ecosystems, reducing p95 page load latency by 40% and improving organic search traffic by 15%.
- Architected GoHighLevel CRM workflows and AI calling agents that reduced lead response time from 4 hours to under 2 minutes, increasing conversion rates by 18%.
- Developed a custom MERN-stack project management system for internal use, streamlining workflows and saving the team 10+ hours per week in task tracking.
- Integrated complex APIs and automation triggers that improved operational efficiency by 25% for e-commerce and real estate clients.
- Collaborated with cross-functional marketing and design teams to translate business requirements into functional landing pages with a 20% higher engagement rate.

Gujranwala, Pakistan

DawnGas Appliances

2021 – 2023

Online Business Manager

- Scaled e-commerce operations to a 60% YoY increase in organic revenue through data-driven listing optimization and dynamic pricing strategy.
- Reduced customer inquiry response time by 15% by implementing behavior analytics dashboards to guide product and support decisions.
- Launched targeted social media campaigns that expanded brand reach by 30%.

Technical Skills

Core Technologies: TypeScript, JavaScript (ES6+), PHP, Python, React.js, Next.js, Node.js, Express.js

AI & Automation: AI-Powered Agents, LLM Integration, GoHighLevel, CRM Workflows, n8n

Databases & DevOps: MongoDB, MySQL, Git/GitHub Actions, RESTful APIs

Web Architecture: MERN Stack, WordPress Customization, WooCommerce, Tailwind CSS, Responsive Design

Execution Skills: Problem Decomposition, Product Thinking, Cross-functional Teamwork, Technical Troubleshooting

Education

University of the Punjab

Bachelor of Information Technology

Gujranwala Campus

2024

CGPA: 3.22 / 4.00 — Specialized in software architecture and data-driven systems.

Certifications

2024: ByteBattle Competition Certificate — Top Tier recognition for algorithmic problem-solving and rapid coding execution.

NAVTTTC: Artificial Intelligence Short Course — Specialized in ML integration and AI-driven business process automation.

Key Projects

Image Optimizer SaaS Tool: Built a platform that achieved an average **84% reduction in image file size** without quality loss, significantly improving LCP scores for client websites.

Healthcare Marketing Ecosystems: Developed production-grade marketing sites for **Elysian Medicina** and **Nurse Jessi**, integrating HIPAA-aware digital compliance and automated consultation booking.

GHL Automation Frameworks: Designed reusable automation templates for agencies that handle **1,000+ monthly leads** with automated analysis and intelligent routing.