

# Farhan Masood

Lahore, Punjab, Pakistan

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## EDUCATION

### The University of Lahore

Bachelor of Science in Software Engineering

2019 - 2023

CGPA: 3.26/4.0

### Punjab Group of Colleges

Intermediate in Computer Science

2017 - 2019

## EXPERIENCE

### Software Engineer I | Mslm

July 2023 - June 2024

- Increased user satisfaction by 15% and reduced support tickets by 20% through optimizing internal products like Jamaat and Mslm Cloud.
- Achieved a 30% reduction in response times by developing the backend for Jamaat mobile apps, significantly enhancing overall performance.
- Boosted deployment efficiency by 30% by engineering full-stack applications with React.js and Golang, improving data processing and system reliability.
- Reduced development time by 40% by designing reusable components, which significantly boosted team productivity across multiple projects.
- Increased lead generation by 30% and improved conversion rates by 15% by crafting high-impact landing pages.

### Software Engineer Intern | Mslm

July 2023

- Achieved a 20% increase in user engagement within the first month of launch by spearheading the design and development of landing pages for "Jamaat".
- Improved performance by 50% and cut load times to under 1 second, leading to a 25% boost in user engagement by revamping internal systems.

## PROJECTS

### Mslm Jamaat - Connecting the Ummah

React, Next.js, TypeScript, Go, PostgreSQL, Tailwind CSS, Stripe, AWS

- Redesigned landing pages for Jamaat products, achieving a 20% increase in user retention.
- Ensured responsive design for optimal viewing on all devices.
- Developed backend APIs using Golang for mobile applications, ensuring efficient data handling and integration.

### Direct Promotion

React, Next.js, TypeScript, TailwindCSS, shadcn/ui, Prisma, PlanetScale, Payment Merchant, Vercel

- Developed a responsive e-commerce platform for Direct Promotion, enhancing user experience across devices.
- Integrated secure payment processing and user authentication for seamless transactions.
- Implemented dynamic product listings with advanced search and filter options, improving navigation speed and user engagement by 25%.

### Live Docs

React, Next.js, TypeScript, TailwindCSS, shadcn/ui, LiveBlocks, Lexical Editor, Vercel

- Enabled secure Github sign-in for document creation, deletion, sharing, and search.
- Facilitated simultaneous editing with inline comments and real-time collaborator indicators.

### Yoom (Zoom Clone)

React, Next.js, TypeScript, TailwindCSS, shadcn/ui, Clerk, GetStream, Vercel

- Developed features to start, schedule, and join meetings with unique links; managed settings, recordings, and participants.
- Implemented secure logins using Clerk, personal meeting rooms, and real-time privacy features to enhance user security.

### Thoughtscape (Notion Clone)

React, Next.js, TypeScript, TailwindCSS, shadcn/ui, Convex, Clerk, EdgeStore, Blocknote, Vercel

- Developed light/dark mode and infinite nested documents, enhancing user experience and accessibility.
- Implemented file management features, including upload, delete, replace, soft delete, and recovery.
- Added document icons, real-time updates, cover images, and web publishing capabilities for improved functionality.

## CERTIFICATIONS

Introduction to Front-End Development, Coursera

Introduction to Back-End Development, Coursera

Programming with JavaScript, Coursera

React Basics, Coursera

Getting Started with Go, Coursera

## SKILLS AND INTERESTS

**Technical Skills:** HTML, CSS, SCSS, TailwindCSS, JavaScript, TypeScript, React, Next.js, Express.js, Node.js, Go, PostgreSQL, MongoDB, Convex, Prisma, Git, Github

**Soft Skills:** Team player, Communication, Problem-solving, Time management

## RELEVANT COURSEWORK

Data Structures and Algorithm, Database Management Systems, Object Oriented Programming, Web Engineering

## LANGUAGES

English (Fluent), Urdu (Native)