

MUHAMMAD MUAZ

Senior Full-Stack Developer — Web, CMS & Mobile Applications

Dubai, UAE · +971 56 234 6001 · mmuaaz69@gmail.com · linkedin.com/in/-muaaz · muaazwebsitedeveloper.com

PROFESSIONAL SUMMARY

Senior Full-Stack Developer with **13+ years of experience** designing, building, and shipping web applications, CMS platforms, and cross-platform mobile apps for startups, agencies, and product teams across the **US, UK, and EU**. Equally strong on a modern JavaScript stack (**React, Next.js, Node.js, TypeScript**) and on CMS driven builds (**WordPress, Shopify, Webflow, Squarespace, HubSpot CMS, Wix, HighLevel**), with deep backend expertise in **PHP, Laravel, REST APIs**, and **third-party integrations**. Owns projects end to end architecture through deployment, optimization, and long term support and consistently delivers fast, secure, search ready products that scale. Remote first, with a proven record of proactive client communication and multi-year client partnerships.

CORE TECHNICAL SKILLS

Languages & Frameworks: JavaScript, TypeScript, PHP, Laravel, Node.js, React, Next.js, HTML5, CSS3, jQuery

Mobile Development: React Native, Flutter, iOS, Android, App Store & Google Play Deployment

CMS & E-Commerce: WordPress (Custom Themes, Plugins, WooCommerce), Shopify (Liquid, Custom Themes, Apps, Subscriptions), Webflow, Wix, HubSpot, Squarespace, GoHighLevel, Headless CMS

Backend & APIs: REST API Development, GraphQL, Third Party & Payment Integrations, Webhooks, OOP, Database Design

Databases: PostgreSQL, MySQL, MongoDB, Firebase

CRM, Automation & Payments: HubSpot CRM, GoHighLevel Workflows, Sales Funnels, Email Automation, Lead Management, Stripe, PayPal, Subscription Billing

Cloud & DevOps: AWS, Docker, Git, GitHub, CI/CD Fundamentals, cPanel, Hosting Management

Performance & SEO: Core Web Vitals, Page-Speed Optimization, Technical SEO, On-Page SEO, Responsive Design, Secure Coding

Ways of Working: Agile / Scrum, Requirement Analysis, Code Review, Documentation, Client Communication, Remote Collaboration

PROFESSIONAL EXPERIENCE

Senior Full-Stack & Mobile App Developer

Independent Consultant (Freelance)

Apr 2020 – Present

Remote — Clients across US, UK, EU & UAE

- Partner with startups, agencies, and business owners to design, build, and ship web and mobile products end to end from MVPs and SaaS platforms to e-commerce stores and internal tools owning each project from architecture through launch and support.
- Build custom web applications and multi-tenant **SaaS platforms** with **React, Next.js, TypeScript, and Node.js**, including scalable **REST APIs**, **dashboards**, and **admin panels**.
- Develop and ship **cross-platform mobile apps** with **React Native and Flutter** across fintech, healthcare, and e-commerce, deploying to both the App Store and Google Play.
- Deliver and customize CMS builds on **Squarespace, Wix, WordPress, Shopify, and Webflow** custom themes, plugins, Liquid, **WooCommerce**, and subscription commerce converting Figma designs into pixel-perfect, fully responsive websites.
- Architect CRM and marketing-automation systems with **HubSpot and HighLevel** (sales funnels, email automation, lead capture, webhook-driven workflows), reducing clients manual workload by 75%.
- Integrate **Stripe and PayPal** payment and recurring billing flows for subscription revenue platforms.

- Optimize page speed and **Core Web Vitals** into Google's "Good" range cutting load times by up to 87% and lifting Lighthouse performance scores to [90]+ so builds rank and convert.
- Sustain long term partnerships through proactive communication, clean handover ready code, and ongoing maintenance; the majority of engagements convert into multi-year relationships.

Full-Stack & Mobile App Developer

Digitt Solutions

Jun 2015 – Apr 2020

On-site

- Grew into a senior full stack role delivering web and mobile applications end to end, taking ownership of complex client projects from architecture through deployment and long-term support.
- Designed and built full-stack web apps and **SaaS platforms** using **React, Next.js, Node.js, and TypeScript**, plus cross-platform mobile apps with **React Native and Flutter** shipped to the App Store and Google Play.
- Architected **REST APIs**, database schemas, and third-party integrations across payments, CRMs, and external services.
- Built and customized **WordPress, Shopify, and Webflow** websites for clients needing fast, conversion-focused web presences.
- Led performance and SEO work Core Web Vitals, website speed, and clean, search-ready structure improving load times by 95%.
- Mentored junior developers, ran code reviews, and helped establish team development standards and workflows.

Junior Web Developer

Oct 2013 – May 2015

TechyJoint

Lahore, Pakistan · On-site

- Launched career building and maintaining responsive client websites and web applications across the front end and back end, establishing the engineering habits I still rely on today.
- Built responsive websites with **HTML5, CSS3, JavaScript, and jQuery**, developed and customized WordPress themes and plugins to match client requirements.
- Converted PSD/Figma designs into pixel-perfect, cross-browser, mobile-responsive pages.
- Integrated **PHP/MySQL** backends, resolved bugs across live client websites, and improved page-load performance and cross-device rendering.
- Collaborated with senior developers and designers using Git and agile workflows.

LICENSES & CERTIFICATIONS

- **WordPress Development & Customization** — Udemy
- **Advanced PHP & MySQL Web Development** — Udemy
- **Shopify Theme & Store Development** — Udemy
- **CMS Development & Customization** — Udemy
- **GoHighLevel CRM & Automation** — GoHighLevel Experts
- **International English Course** — Pitman Training Group

EDUCATION

Bachelor of Science in Software Engineering

2012 – 2016