

Muhammad Babar

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EDUCATION

National University of Sciences and Technology

Bachelor of Software Engineering

Islamabad, Pakistan

Oct 2020 – Jun 2024

EXPERIENCE

Frontend Engineer

Vyro

Dec 2025 – Present

Islamabad, Pakistan

Contributed to the development and growth of *Chatly* and *Imagine Computer*, building scalable AI-powered applications and multimodal creative tools used by millions of users worldwide.

- Worked on AI-powered features across chat, image generation, document creation, presentations, and productivity tools, delivering scalable user experiences across *Chatly* and *Imagine Computer*.
- Implemented and maintained a unified subscription and billing system, managing plans, user entitlements, and migration flows as *Chatly* and *Imagine Computer* were consolidated into a single platform.
- Designed and implemented a dynamic, component-based architecture integrated with Strapi CMS, enabling configurable AI productivity applications (e.g., math solving and grammar assistance) to be managed without frontend deployments.
- Architected and implemented a dynamic internationalization system supporting both static UI and dynamic Firebase-driven content, enabling scalable multilingual experiences across the application.
- Implemented session limit enforcement and intelligent subscription upsell flows, improving user conversion while maintaining a seamless product experience.
- Engineered dynamic, SEO-optimized page generation with Next.js and Strapi CMS, driving over **200,000+ organic users** through improved search visibility and performant static rendering.
- Contributed to the *Omni Agent*, a multimodal AI system integrating chat, image, video, and document generation, reducing manual creative workflow time by **40%** through end-to-end automation.
- Implemented secure artifact sharing with role-based permissions, enabling collaborative AI workflows while maintaining fine-grained access control.

Front-end Engineering Lead

Proto IT Consultants

Apr 2025 – Nov 2025

Islamabad, Pakistan

Promoted to lead the front-end team while continuing to contribute full-stack features for high-impact SaaS products. Responsible for architecture, code quality, and cross-functional collaboration.

- Developing *Delight Desk*, an AI-powered SaaS platform for small e-commerce businesses, automating 80% of customer service emails through 7 specialized AI agents, WooCommerce integration, and robust guard rails.
- Maintained *InspectBuddy* and implemented core functionalities of the *Lucie SaaS suite*, ensuring product stability, scalability, and delivery of key workflows and integrations that boosted adoption.
- Led a team of 3 developers, driving scalable component-based architectures, enforcing coding standards, and conducting regular code reviews to mentor juniors, improving code quality and reducing bugs.
- Collaborated with UI/UX and backend teams to deliver seamless, high-performance user experiences.

Associate Software Developer

Proto IT Consultants

Jul 2024 – Apr 2025

Islamabad, Pakistan

Focused on developing MERN stack and Next.js SaaS applications, including subscription systems, marketplace integrations, and workflow automation tools.

- Developed *InspectBuddy*, a property inspection SaaS platform with collaborative report signing, PDF generation, and a SuperAdmin dashboard. Integrated Stripe for tiered subscriptions with feature-based access control.
- Developed *CampusCravings*, a food delivery app designed for university campuses, developing the Admin Dashboard (student & restaurant management) and Restaurant Dashboard (menu creation, order management).
- Engineered a full-stack SaaS app for GoHighLevel (GHL), integrating Loom SDK for seamless video recording and GHL APIs for email/SMS sharing, which improved user adoption by 30%.

- Built and launched the Lucie SaaS suite (Lucie eSQM & Lucie Audit) using the MERN stack, delivering workflow automation, role-based access control (RBAC), and subscription management to support scalable enterprise operations.

Technical Development Specialist

June 2023 – Jul 2024

Total School Solutions

Fairfield, United States

Focused on developing and modernizing web platforms with Next.js and implementing best practices to improve performance, SEO, and user experience.

- Developed a modern LMS frontend in Next.js, migrating TSS's legacy WordPress LMS to a scalable, component-driven architecture — improving maintainability, performance, and user experience for course delivery.
- Developed and optimized the TSS main website using Next.js, achieving 40% faster page load speeds and boosting user engagement by 25%.
- Implemented SEO best practices, enhancing search engine rankings and boosting organic traffic.

Junior Frontend Developer

June 2023 – Oct 2023

Salik Labs

NSTP, Islamabad, Pakistan

Led the development of responsive web applications, improving user experience through close collaboration with UI/UX designers and cross-functional teams.

- Developed “Business Debt Settlements” web app with an intuitive front-end and streamlined reservation system, resulting in increase in user leads and satisfaction.
- Revamped “*Faisal Movers Group*” web app with Laravel-based UI enhancements, driving a 10% increase in user engagement.
- Created Bilty.us static website to showcase dispatching services, featuring optimized content structure, responsive design, and clear call-to-actions, strengthening brand presence and lead generation.

TECHNICAL SKILLS

Frontend: React.js, Next.js, JavaScript, TypeScript, HTML, CSS, Tailwind CSS

Backend & CMS: Node.js, Express.js, GraphQL, REST APIs, Strapi

Databases: MongoDB, PostgreSQL, Firebase

State Management: Redux, Zustand, TanStack Query

Libraries & UI: Shadcn UI, Material UI, Mantine, Framer Motion, Chart.js, Bootstrap, Storybook

Tools & Platforms: Git, GitHub, Turborepo (Monorepo), Postman, GrowthBook, Google Tag Manager (GTM), General Translations (GT), Replit, Monday.com

Payments & Authentication: Stripe, Auth0

Real-time & Messaging: WebSockets, Firebase Cloud Messaging (FCM)

Skills: AI SaaS Development, SEO, Internationalization (i18n), Feature Flags, API Integration, Automation

CERTIFICATES

- IBM Front-End Developer Professional Certificate
- Meta Front-End Developer Professional Certificate