

# Umer Farooq

AI Engineer · Full-Stack Developer · Technical Lead

## PROFILE

AI engineer, full-stack developer and technical lead with 13+ years of experience building software and leading the teams that ship it. Designs and builds AI agents, RAG systems and SaaS platforms, as well as web, mobile and WordPress products, and takes them from requirements and architecture through to a stable production release. Experienced in team leadership, technical hiring, release management and working directly with clients. Founder of Pixel Edge Solutions.

## CORE EXPERTISE

### AI & LLMS

AI agent development, LLM integration, prompt engineering, structured outputs, RAG (embeddings, hybrid retrieval, reranking, citations), LangChain, LangGraph, OpenAI & Claude APIs, Grok, Llama, n8n, Playwright, voice AI

### BACKEND & FRONTEND

PHP, Laravel, CodeIgniter, Node.js, NestJS, Express, Python, FastAPI, Django, REST APIs, WebSockets · React, Next.js, Vue.js, TypeScript, JavaScript, HTML5, CSS, Bootstrap

### MOBILE & IOT

Flutter, Dart, React Native, Expo, Firebase (Auth, Firestore, Cloud Functions, FCM), offline sync, push notifications, Bluetooth / IoT devices, App Store & Google Play releases

### DATA, CLOUD & PAYMENTS

PostgreSQL, MySQL, MongoDB, Redis, Supabase, Pinecone, Algolia, Power BI · AWS, Google Cloud, Azure, Docker, Vercel · Stripe, Stripe Connect, RevenueCat, in-app purchases, PayPal

### CMS, E-COMMERCE & SEO

WordPress (custom themes & plugins), WooCommerce, Elementor, ACF, Shopify, Magento, PrestaShop, migrations, security hardening, Core Web Vitals, technical SEO, Figma

### LEADERSHIP & DELIVERY

Team leadership, mentoring, system architecture, technical hiring, resource allocation, release management, client requirements, Agile, JIRA, Confluence, Trello, Git / GitLab / GitHub

## EXPERIENCE

### Pixel Edge Solutions

2026 – Present

#### Founder & Technical Lead · Lahore (remote)

- Founded a software studio that delivers web platforms, mobile apps, cloud and AI automation projects for businesses.
- Own architecture, delivery and client relationships, from the first conversation to handover and support.

### eINDUSTRIFY

Jul 2023 – May 2026

#### Technical Project Manager · Product Delivery Manager · Lahore

- Led development workflows and engineering teams, enforcing development standards and best practice.
- Designed and delivered scalable web and enterprise solutions with Laravel/PHP, Node.js, Python, MySQL, JavaScript, Vue.js and IoT.
- Built AI-powered chatbot and automation solutions to improve business operations and customer engagement.
- Managed AWS and GCP infrastructure, plus Microsoft 365, Active Directory and Dynamics 365 environments.
- Worked directly with clients to define requirements and shape cost-effective development strategies, delivering through GitLab, JIRA and Trello.
- Created ERP reporting solutions and interactive Power BI dashboards for analytics and decision support.

### Septem Systems

Jan 2022 – Jul 2023

#### Technical Project Manager · Lahore

- Designed system architectures to industry standards and led scalable development with Laravel, MySQL, JavaScript, Node.js, Vue.js and IoT.

- Managed AWS/GCP infrastructure and GitLab-based collaborative development while maintaining code quality and technical standards.
- Partnered with clients to refine product requirements and recommend efficient development paths, managing delivery in JIRA and Trello.

## Basecamp Data Solution

Jun 2021 – Oct 2022

### Principal Software Engineer, Laravel / PHP · Lahore

- Owned platform architecture and end-to-end product development, translating business requirements into technical specifications.
- Led project planning, timelines and milestones; directed technical hiring and resource allocation.
- Supervised technical quality and performance across Laravel, MySQL, Algolia, Next.js and JavaScript, including queues and hosting.

## Goldteam Recruitment Limited

Nov 2013 – Jun 2021

### PHP Developer → Team Lead → Enterprise Solutions Architect · Lahore

#### Enterprise Solutions Architect · Nov 2018 – Jun 2021

- Led the implementation of reporting tools and REST APIs that extended the enterprise systems.
- Championed release management for timely, structured and efficient deployments.

#### Team Lead, Laravel, WordPress & ColdFusion · Jun 2016 – Nov 2018

- Led a development team delivering web applications; tuned queries, procedures, views and triggers; oversaw Zoho integrations.

#### PHP Developer, Laravel · Nov 2013 – Oct 2016

- Built and maintained Core PHP and Laravel applications; integrated PayPal, Authorize.Net, Google Maps and Amazon Product APIs.

## Virtual Base

Feb 2010 – May 2013

### Software Developer Engineer · Lahore

- Developed Core PHP and ColdFusion web applications and optimised SQL/MySQL performance.
- Integrated PayPal and Authorize.Net payment gateways for e-commerce applications.

## SELECTED PROJECTS

### AI customer support chatbot · Customer service

Answers from the company's own help content across web and messaging, with order look-ups and hand-over to a person.

### ESG data & reporting platform · SaaS

Multi-tenant platform with AI-assisted document extraction, framework mapping and investor reporting.

### Applicant tracking system · Recruitment & HR

Job publishing, drag-and-drop pipelines, CV parsing, interview scheduling and offers.

### Workforce mobile apps · Home care, staffing

Care-worker visits and timesheet/attendance apps with geofenced clock-in, offline sync and payroll export.

*Most projects were delivered as lead developer and team lead in previous roles, so clients are not named. Full case studies: [umer.pixeledgesolution.com](http://umer.pixeledgesolution.com)*

### RAG knowledge assistant · Internal knowledge

Plain-English answers from policies and contracts, with hybrid search, source citations and permission-aware retrieval.

### Vacancy management system · Care staffing

Approval workflows, branded candidate portal and hand-over into HR records, multi-tenant.

### B2B marketplaces · Industrial & solar supply

Multi-vendor catalogues, RFQ and negotiation flows, supplier portals and B2B checkout.

### Smart-home & IoT apps · Connected devices

Multi-brand device control over Bluetooth, Zigbee and Z-Wave, voice control, scenes and live device data.

## EDUCATION

**BSc Telecommunications Engineering**, The Superior University (2006 – 2010)

**Bachelor's degree, Information Technology**, Superior College (2006 – 2010)

## AVAILABLE FOR

**Projects:** freelance, contract, long-term and enterprise work, full-time (40–50 hours a week), remote

**Roles:** Technical Lead · Engineering Lead · Solutions Architect · Technical Project Manager