

# Muhammad Shahnawaz

Diligent Senior Product Manager offering 14 years of success in product roadmap development, market research and data analysis. Highly skilled in identifying opportunities to maximize revenue. Driven and strategic with proven history of superior market penetration and product launch.

## Contact

### Address

Lahore Pakistan

### Phone

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## Skills

Excellent

Product and Project Management

Excellent

ECommerce Development

Excellent

Logistic Solutions  
Development 5.Ride Hailing  
Solution Development  
6.Team Management  
7.Product Development  
8.E-commerce 9.Product  
Marketing

Excellent

Environments Microsoft  
Visual Studio 2019, DevOps

Excellent

## Work History

2022-01 -

### Senior Software Engineer

Current

*Local Splash - Local SEO Company, Lahore, Pakistan*

- Organized and detail-oriented with a strong work ethic.
- Passionate about learning and committed to continual improvement.
- Participated in team projects, demonstrating an ability to work collaboratively and effectively.
- Architectural Betterment in Existing Solution.
- Working on Asp.net 4.0 Enterprise Level Solution serving 100+ users.
- Working on Angular + .Net Solution Serving 10,000+ Clients.
- Maintaining SQL Server.
- Maintaining Azure Dev
- OPsCI/CD in Azure Dev OPs.

2022-12 -

2023-05

### Remote Product Development Manager

*Kuboon.com, Lahore, Punjab*

- Maintained internal product knowledge database.
- Identified opportunities for new products and improvements to existing products to increase sales.
- Conducted product inspections to meet organizational and industry standards and requirements.
- Approved final photography and marketing materials for each product.
- Conducted market research to understand customer needs and identify potential opportunities.
- Created and executed strategies to drive development and success of products.
- Liaised with internal and external parties on procurement of new product formulations,

AWS	Excellent
Azure	Excellent
ECommerce SAAS	Excellent
Cross Platform Apps	Excellent
Android Apps Windows Apps	Very Good
Technologies Vue.JS Angular.Js Reactive.JS AJAX	Excellent
CSS	Very Good
Java JavaScript PHP	Very Good
C#	Excellent
Net	Excellent
Net Core XSLT	
Net 2.0	Excellent
Net 3.5	Excellent
Net 4.5	Excellent

2018-11 -  
2022-12

international requirements and regulatory changes.

- Created product roadmaps to help guide product development processes and align with overall business goals.
- Directed concept design, feature definitions and production support.
- Approved product documentation to promote easy-to-follow manuals and technical documents.

## Tech Lead / Product Manager

*Fresh Store PVT Ltd, Lahore*

- Managing Development Team for Food Delivery Business
- It is also eCommerce Market Place where We Sell Perishable Goods
- Technologies:
  - Asp.net MVC, .Net, .Net Core, Cordova, SEO, SMM
  - Modules: eCommerce Market Place, Cross Platform Apps, Android App, Payment Gateway
- Contributed ideas and suggestions in team meetings and delivered updates on deadlines, designs, and enhancements.
- Analyzed work to generate logic for new systems, procedures and tests.
- Tested functional compliance of company products.
- Rapidly prototyped new data processing capabilities to confirm integration feasibility into existing systems.
- Tuned systems to boost performance.
- Documented software development methodologies in technical manuals to be used by IT personnel in future projects.
- Developed conversion and system implementation plans.
- Translated technical concepts and information into terms parties could easily comprehend.
- Coordinated deployments of new software, feature updates and fixes.
- Tested and deployed scalable and highly available software products.
- Supervised work of programmers, designers and technicians, assigned tasks and monitored

Net 6.0

Excellent

Research and trend analysis

Excellent

Staff Management

Excellent

Project Management

Excellent

Product development

Excellent

2018-01 -  
2023-01

performance against targets.

- Designed and developed forward-thinking systems that meet user needs and improve productivity.

## Tech Lead / Product Manager

*Dukanlay Solutions PVT Ltd*

- Designed Architecture of Next Gen Ecommerce Solution that provides Ecommerce Stores and Mobile Apps
- Dukanlay.com is Shopify.com like Solution for Pakistan
- It is Store Builder
- It has AI based SEO Module that Brings First Customer to Our B2C Customers
- It also has Automated Social Media Management and Social Media Marketing
- Technologies:
- Asp.net MVC, .Net, .Net Core, Cordova, SEO, SMM, React and Angular
- Modules: eCommerce SAAS Platform, Cross Platform Apps, Payment Gateway
- Contributed ideas and suggestions in team meetings and delivered updates on deadlines, designs, and enhancements.
- Analyzed work to generate logic for new systems, procedures and tests.
- Tested functional compliance of company products.
- Rapidly prototyped new data processing capabilities to confirm integration feasibility into existing systems.
- Tuned systems to boost performance.
- Documented software development methodologies in technical manuals to be used by IT personnel in future projects.

2015-10 -  
2017-12

## Programming Manager

*High Yield Services*

- [www.highyieldservices.com/](http://www.highyieldservices.com/)
- High Yield Services., Taxes, Managing Development Teams for Multiple Projects for High Yield Services
- Technologies:
- Asp.net MVC, .Net, .Net Core, Cordova, SEO, SMM

- Modules: eCommerce Market Place, Cross Platform Apps, Android App, Payment Gateway.
- Provided technical support using knowledge of complex technology to solve problems and support new projects.
- Evaluated multiple software solutions during early software architecture plotting and system migration planning stage.
- Integrated constructive programs into cohesive product.
- Approved engineering and project scope documents prior to delivery.

2012-07 -  
2014-01

### **Senior Software Engineer**

*Netsol Technologies, Lahore*

- Developing business and technical modules, developing component-based modules and merging components to develop modules, integration with other teams to deliver modules., looking after coding standards, architectural issues, managing teams and training resources.
- Trained and mentored junior developers and engineers, teaching skills in Software Development and working to improve overall team performance.
- Worked with project managers, developers, quality assurance and customers to resolve technical issues.

2011-05 -  
2012-06

### **Software Engineer**

*Netsol Technologies, Lahore*

- Netsol is CMMI Level 5 Company
- Working as software engineer on Financial Suit
- Team member of next generation application
- Working on Visual studio 2010, .net 4.0 , Sql Server 2008 and Telerik third Party Controls
- This system consisted on WPF application, Silverlight application, Asp.net Application and Flex application
- Working on WPF and Silverlight application
- Whole System is SAO base and for this working on WCF
- Working on Modules and core of application.
- Coordinated with other engineers to evaluate and

improve software and hardware interfaces.

- Worked with software development and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability, and performance.

2010-01 -  
2011-01

## **Software Engineer / Team Lead**

*Future Now, Lahore*

- Architect solution and Developed POS application
- Maintaining Stock, Accounts, Sales, Purchases and financial transactions, using .Net 3.5, Entity Spaces ORM, Visual Studio 2008 and SQL Server 2005
- Third party controls like, telerik, Infragistics and Crypton
- Worked on SQL Server Replication
- Worked with software development and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability, and performance.
- Coordinated with other engineers to evaluate and improve software and hardware interfaces.

2009-08 -  
2009-12

## **Software Engineer**

*UH-Tech, Lahore*

- Worked on EMR (Electronic Medical Record)
- Designed and Developed modules
- Maintained Db server and Entity Framework for Team
- Worked on SQL Server 2008 and visual studio 2010.
- Coordinated with other engineers to evaluate and improve software and hardware interfaces.
- Worked with software development and testing team members to design and develop robust solutions to meet client requirements for functionality, scalability, and performance.

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## **Education**

2005-10 -  
2009-05

## **Bachelor of Science: Computer Science, Software Engineering**

*Punjab University College of I.T - Lahore, Pakistan*

I Did my Software Engineering Honors Degrees from one of Elite University of Pakistan, University of Punjab. My Specialization was in Software Development.