

# Sajid (Sam) Masood

## PROFESSIONAL SUMMARY

Highly versatile developer with a proven track record of delivering exceptional web solutions. Deep expertise in robust **CMS** platforms including **Shopify and Webflow**, complemented by comprehensive **WordPress** skills encompassing **Elementor** and **custom theme development**. Proficient in building scalable and efficient backend applications using **Node.js** and **Express**, with seamless integration of **MySQL** and **MongoDB** databases. A proactive problem-solver and collaborative team member, consistently driving innovation in web and software development.

## PROFESSIONAL EXPERIENCE

### Senior Software Engineer

#### Integriti

- Software Developer specializing in Shopify app and store development, Webflow and WordPress website creation, and MERN applications (React/Polaris frontend, Node.js backend).
- Proficient in utilizing Shopify Rest API's, including both Admin API's and Storefront API's.
- Responsible for integrating third-party APIs into frontend interfaces for dynamic content and feature enhancements.
- Experienced in working on Shopify stores, addressing theme issues, and implementing modifications in JS and Liquid programming.
- Skilled in resolving SEO-related issues within store themes.
- Contributed to the development of a large-scale web application using Node.js and Express.
- Constructed RESTful APIs for efficient data storage and retrieval, leveraging PostgreSQL.

### Associate NodeJS Developer

#### Alfain Technologies

- Developed the backend for a large-scale web application using NodeJS and Express, which included building RESTful APIs to efficiently manage data storage and retrieval with MongoDB.
- Implemented NodeJS and MySQL for bulk processing batches, significantly improving data handling efficiency.
- Developed insightful database reports using AWS QuickSight connected to AWS RDS.
- Collaborated effectively with cross-functional teams to ensure timely delivery
- Proactively debugged and tested the application to maintain high-quality code.

## PROJECTS

### Rewards Platform

- Developed a reward platform for a train ticket system with a partner portal for coupon creation and a customer portal for claiming/redeeming. Users earn points on ticket purchases.

### Doctor’s Appointment Application

- Developed a patient scheduling web app for medical practices featuring reputation management, reminders, QR code scheduling, and a scheduling system. Enables mobile appointment booking and integrates with front desk operations. Technologies: Next.js, Node.js, Express.js, MongoDB, React.

### Shopify Apparel Store

- Deployed Custom. responsive Shopify theme tailored for hoodie aesthetic
- Integrated payment gateways (Stripe)
- Advanced product variants (sizes, styles, limited drops)
- Optimized meta tags and improved speed for SEO
- Implemented Order tracking and return request flow

✓ Shopify	✓ Javascript	✓ Morgan	✓ Bootstrap
✓ Redux	✓ React	✓ Firebase	✓ Docker
✓ Swagger	✓ Next.js	✓ TypeScript	✓ PostgreSQL
✓ Postman	✓ Node.Js	✓ GitHub	✓ Express
✓ Mongoose	✓ Rest API’s	GitLab	✓ MongoDB
✓ JWT	✓ GraphQL	✓ HTML	✓ MySQL
✓ OAuth	✓ GIT	✓ CSS	✓ PostgreSQL
✓ Winston	✓ GitHUB	✓ Tailwind	AWS Lambda
✓ LogRocket	✓ Sentry	✓ MUI	

## TECHNICAL SKILLS

## EDUCATION And CERTIFICATIONS

- BS, Computer Science, University of Sargodha
- Shopify foundation
- Using MongoDB with Nodejs Certificate
- MySQL Certificate

## PROJECTS

### Shopify App development.

- Developed many Shopify Custom Apps Like Wholesale and Fundraising Tagging app, Real Time Price on checkout, Shopify Klaviyo integration. These apps developed by Shopify APIs integration with Polaris.
- Technologies used for customer API’s are: Node.js, Express.js, PostgreSQL, and Polaris

### Shopify External Fundraising App Backend (Node)

- Developed a custom Shopify app featuring storefront forms for campaign/fundraiser requests, wholesale inquiries, and campaign customer sign-ups. Included a frontend interface for managing requests (view, approve, reject) and a campaign creation dashboard.
- Client Store: <https://www.masterchocolat.com/>

### Shopify custom App (Node.js)

#### Reward platform for Shopify

- Developed a custom loyalty program app that manages customer status and rewards based on their purchase activity.
- Developed features to track special orders, awarding points toward customer eligibility.
- Client Store: <https://skirackbtv.myshopify.com/>

### Shopify external app backend (Node.js)

#### Shopify-Klaviyo-Connector:

- Integrated custom events in Klaviyo via API using Custom app, as Klaviyo doesn’t include product description in some default tracking (e.g., Add to Cart, View Product).
- Created app to adds a code snippet to the storefront to track user interactions and send product details to Klaviyo.
- Client Store: <https://lamarcollective.com/>

## Webflow and Customer Websites

- Developed four websites: three using Webflow for a software development firm (integriti.io), a digital marketing agency (integritistudio.com), and a staffing solutions provider (integriti-staffing-site.webflow.io); and a company website for Alfain private limited (alfain.co) using HTML, CSS, JS, Bootstrap, and PHP