

MUHAMMAD SAMEER MASOOD

SENIOR SOFTWARE ENGINEER | TECHNOLOGY & PRODUCT LEAD

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PROFESSIONAL SUMMARY

Senior Software Engineer and Technology & Product Lead with 9+ years of experience designing and delivering enterprise web, mobile, CRM, ERP, workflow automation, and public-sector solutions. Original architect and lead developer of a multi-entity operations platform in production since 2021, supporting 100+ users and 15,000+ customer records. Combines hands-on engineering in C#/.NET, Vue.js, SQL Server, Flutter, Python/Django, cloud, and DevOps with direct CEO and stakeholder communication, product ownership, requirements analysis, team leadership, and long-term production support. Skilled at translating complex operational challenges into scalable, maintainable digital systems.

CAREER HIGHLIGHTS

- Architected and led an enterprise operations platform managing 15,000+ customer records, 20,000+ inquiries, and approximately 5,000 job orders across connected business entities.
- Led the development of ClockSpotter, a workforce attendance platform used by 4 companies and 300+ employees, integrating custom facial recognition, fingerprint devices, GPS, and geofencing.
- Delivered mobile, backend, 3D, smart-mobility, and public-sector applications across the UAE, including autonomous-vehicle and municipal digital-service projects.

CORE COMPETENCIES

Solution Architecture | CRM & ERP Platforms | Business Process Automation | Product Development | Multi-Entity / Tenant-Aware Systems | Full-Stack Development | Database Architecture | Systems Integration | Cloud & DevOps | Requirements Analysis | Stakeholder Management | Technical Leadership | Production Support

TECHNICAL SKILLS

Languages & Frameworks: C#, .NET, ASP.NET Core, Entity Framework Core, Vue.js, JavaScript, Flutter, Dart, Python, Django, Java, Unity3D

Data, Cloud & DevOps: Microsoft SQL Server, Azure, AWS, MongoDB, Oracle, Docker, CI/CD

Architecture & Integration: REST APIs, multi-tenant architecture, database design, repository pattern, identity and access management, mobile/web integration, geolocation, facial recognition, fingerprint integration, ROS Bridge

PROFESSIONAL EXPERIENCE

SAI Kitchen and Wardrobe | Dubai, UAE

Senior Software Engineer | Technology & Product Lead | Apr 2023 - Present

- Report directly to the CEO and lead technology and product decisions across software development, architecture, cloud operations, releases, security, vendor coordination, and business-process digitization.
- Continue the evolution of the company's internal Enterprise Operations Management Platform following an internal restructuring and transfer from Royal Ritz; served as the original architect and lead developer from inception.
- Designed a tenant-aware, multi-entity architecture enabling multiple head offices, showrooms, and factories to maintain controlled data separation while collaborating on shared projects.
- Built and evolved modules for customer management, sales pipelines, quotations, job orders, production, procurement, site operations, attendance, HR, finance-related workflows, warranty claims, WhatsApp integrations, dashboards, customer portals, mobile applications, and delivery tracking.
- Support a production platform used by 100+ users and managing 15,000+ customer records, 20,000+ inquiries, and approximately 5,000 job orders across three operational locations/entities.
- Designed the core database architecture and backend patterns, personally implemented the majority of the platform, and coordinated internal and outsourced developers.
- Led ClockSpotter from product planning through deployment; the solution is used by 4 companies and 300+ employees and combines custom Python-based facial recognition, fingerprint integration, GPS, geofencing, reporting, and mobile access.

Royal Ritz | Dubai, UAE

Senior Software Engineer | Apr 2021 - Mar 2023

- Joined the business group to design and build the first production version of an internal CRM, ERP, and operations-management platform; the platform and role were later transferred to SAI Kitchen and Wardrobe after restructuring.
- Worked directly with management and operational teams to replace disconnected spreadsheets, paper processes, manual reporting, and WhatsApp-dependent coordination with structured digital workflows.
- Established the core database structure, backend architecture, REST API patterns, and frontend approach while remaining hands-on across full-stack development.
- Led internal and outsourced development resources and managed requirements, prioritization, testing, deployment, user feedback, support, and continuous improvement.

Micropolis Digital Development FZ-LLC | Dubai, UAE

Software Engineer | May 2018 - Apr 2021

- Delivered mobile, backend, 3D, and connected-technology solutions for public-sector and enterprise projects in Dubai using Unity3D, Flutter, C#, .NET, REST APIs, Python, and SQL databases.
- Contributed to a confidential autonomous-vehicle operations project for a Dubai public-sector entity, supporting vehicle communication, operational controls, path-related functionality, and real-time diagnostics.
- Developed and integrated features for the AI Mamzar Park mobile application and other government solutions involving smart mobility, forensic technology, smart-home control, and interactive housing visualization.
- Owned mobile development, backend API integration, application architecture, testing, optimization, Android/iOS deployment, store submission, and post-launch improvements.

MangoTech Solutions | Karachi, Pakistan

Mobile Application Developer | Feb 2017 - Apr 2018

- Developed Android applications and supported the full product lifecycle from requirements and architecture through testing, deployment, and post-launch support.
- Worked on Lyft, a carpooling and ride-sharing application using Java, XML, maps, location services, REST APIs, .NET MVC, and SQL Server.
- Collaborated directly with stakeholders to clarify workflows, prioritize releases, resolve issues, and evaluate emerging cross-platform approaches including React Native.

SELECTED PROJECTS

Enterprise Operations Management Platform - Internal CRM & ERP

Original architect and lead developer of a production platform connecting customer management, sales, quotations, job orders, production, procurement, workforce operations, finance-related workflows, reporting, web portals, and mobile applications. Technologies: C#, .NET, Vue.js, SQL Server, EF Core, Flutter, Azure, AWS, Docker, CI/CD.

ClockSpotter - Smart Attendance Management

Company-owned workforce solution used by 4 companies and 300+ employees. Integrates custom Python facial recognition, fingerprint devices, GPS, geofencing, mobile access, and reporting. Technologies: Python, Django, C#, .NET, Flutter, SQL Server.

Autonomous Vehicle Operations Platform

Contributed to a confidential Dubai public-sector solution for operating and monitoring autonomous vehicles, including communication, control, path-related functionality, and diagnostics. Technologies: Unity3D, C#, REST APIs, ROS Bridge, Python, MongoDB.

AI Mamzar Park Mobile Application

Contributed to a public municipal mobile application supporting facility discovery, interactive navigation, location-aware features, and booking-related workflows. Technologies: Unity3D, C#, .NET Web API, SQL Server, Android, iOS.

EDUCATION

Bachelor of Science in Computer Science | Iqra University, Main Campus, Karachi | 2014 - 2018

CGPA: 3.2/4.0

Diploma of Associate Engineering in Computer Information Technology | Government Monotechnic Institute, Malir Colony, Karachi | 2011 - 2014

LANGUAGES

English - Full Professional Proficiency | Urdu - Native/Bilingual | Hindi - Professional Working Proficiency