

MUHAMMAD ZIA

FULL STACK | REACT NATIVE ENGINEER

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Full Stack Engineer with 5+ years of commercial experience delivering complex web and mobile systems across large-scale, production-critical environments. Skilled in architecting applications, designing scalable APIs and improving engineering workflows across React, React Native, Node.js and TypeScript. Experienced in taking ownership of entire development lifecycles — from technical design and implementation through to CI/CD automation, cloud deployment and long-term maintainability.

Consistently trusted to improve system reliability, performance and developer efficiency. Delivered high-impact work across multiple organisations, including an internal schematics application at Novacom used across global marketing operations; experimentation platform enhancements and Multi-Arm Bandit optimisation at Convert; core infrastructure improvements at Instantly including global error handling and bulk-tagging systems; and a full design-system and pipeline upgrade at Pocketnote. Known for strong architectural judgement, clear communication, mentoring capability and an ability to introduce structure in fast-moving teams.

KEY STRENGTHS

- Leading architecture, design decisions and system planning
- Delivering reliable features across React, React Native, Node.js and TypeScript
- Improving engineering workflows, CI/CD pipelines and developer experience
- Mentoring engineers and supporting consistent code quality
- Navigating complex legacy codebases and reducing technical debt
- Cross-team collaboration across product, design and leadership
- Strong understanding of scalable front-end and back-end patterns
- Experience across cloud, infrastructure and deployment automation

EXPERIENCE

Software Engineer

Jan 2024 - Present

Novacom London (novacom.group) - Hybrid

- Delivering core internal applications used across marketing and operations, including a schematics platform enabling teams to create and manage complex diagrams for trucks, oil refineries, plastic manufacturing plants, inside-out protection systems, tugboats and more.
- Own architecture and feature delivery end-to-end — from system design to deployment — ensuring scalability, clean abstractions and long-term maintainability.
- Improve development workflows by refining CI/CD processes, code review standards and documentation practices.
- Regularly guide product discussions, shape technical direction and support teammates through mentoring and code reviews.

Software Engineer

Mar 2021 - Feb, 2024

Convert.com - Remote

- Delivered Multi-Arm Bandit (MAB) features and contributed significantly to the Visual Editor, improving experimentation performance, usability and customer experience.
- Maintained and extended backend systems, ensuring schema integrity and communicating structural changes across the engineering team.
- Raised engineering quality through clean-code practices, proactive technical debt management and regular cross-team code reviews.
- Improved developer efficiency by refining workflows, documentation and internal tooling.

Full Stack Engineer

Nov, 2022 - Dec, 2024

Instantly instantly.ai - Remote

- Built a global error boundary system that captured app-wide failures and sharply reduced user frustration and support ticket volume.
- Delivered bulk tagging across campaigns, accounts and emails — a major productivity improvement for high-volume users.
- Enhanced codebase structure, stability and API reliability by isolating legacy issues and improving architecture patterns.
- Contributed to planning, reviewed critical code paths and supported junior engineers through mentoring and consistent review practices.
- Improved internal tooling and release workflows, reducing regression risk and deployment delays.

Full Stack Developer

Nov, 2020 - Dec, 2022

Pocketnote pocketnote.com.au - Remote

- Led a full front-end redesign, implementing a modern design system and improving overall UX consistency and performance.
- Upgraded the CI/CD pipeline to Heroku, reducing deployment friction and lowering operational cost.
- Delivered features across React and Node.js, improving stability, speed and maintainability.
- Supported product planning with early prototypes, UX insights and architectural input.

Full Stack Developer

Oct 2019 - Jul 2020

Mobylogix, Lahore, Pakistan

- Optimised existing applications for performance and developer efficiency.
- Deployed and maintained projects on AWS EC2.
- Handled testing, debugging and documentation for complex features including learning spaces, certifications and personality assessments.
- Wrote maintainable, modular code in a collaborative engineering environment.

MERN Stack Developer (Remote - Contract Based)

Jan 2019 - Jun 2019

Cobija Industries, Sialkot, Pakistan

- Migrated the front-end from Vue.js to React.js, improving maintainability and performance.
- Analysed and resolved service issues, improved UI responsiveness and optimised backend interactions.
- Led a remote team of developers, providing technical direction and code reviews.
- Delivered stable, well-tested features while documenting processes clearly for future teams.

EDUCATION

Kingston University, London, UK

Sep 2022 - Sept 2023

MSc Software Engineering

- Studied advanced UX design, software architecture, DevOps and CI/CD methodologies.
- Designed and evaluated scalable system architectures with a focus on modularity, reliability and fault-tolerance.
- Led technical discussions during group projects, contributing to architectural decisions, code reviews and delivery strategy.
- Applied containerisation, automated testing and cloud deployment principles across coursework projects.

University of Gujrat, Gujrat, Pakistan

Jan 2015 - Jan 2019

BSc Software Engineering

- Completed advanced JavaScript and software engineering modules.
- Delivered a webinar on global software development featured by “Dr. Dobb’s Journal”.
- Created an open-source “react-starter-kit” widely adopted in university courses.
- Member of the Software Engineering Society (SES).