

Muhammad Zia

Senior Full Stack AI Engineer

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SUMMARY

Senior Full Stack Engineer with 5+ years shipping production systems in React, Node.js, and TypeScript — now building where full-stack meets applied AI. I design agentic workflows, integrate LLMs into real products, and engineer the connective tissue that turns model outputs into reliable user experiences. Track record across platforms serving 200+ international teams and 10M+ records processed. Top Rated Plus on Upwork · 100% Job Success · MSc Software Engineering, Kingston University. Open to UK Skilled Worker sponsorship.

CORE STACK

Full-Stack: React · React Native · Next.js · Node.js · TypeScript · GraphQL · MongoDB · PostgreSQL · REST · Stripe

AI Integration: OpenAI · Anthropic Claude · Model Context Protocol (MCP) · LangChain / LangGraph · RAG pipelines · Vector stores · Semantic search · Prompt engineering · Streaming / async UIs · Human-in-the-loop UX · Agent observability · Guardrails

Engineering: System architecture · CI/CD · Heroku · AWS · Error handling & observability · Design systems · Technical leadership & mentoring

AI-Driven Dev: Claude Code · Cursor · GitHub Copilot (daily workflow for accelerated delivery without sacrificing architecture)

SELECTED IMPACT

- **Built MCP (Model Context Protocol) server** for Convert — exposing experimentation data and actions to LLM clients as first-class tools, enabling agentic workflows against the platform.
- **Shipped AI-powered email editor** at Instantly — real-time spam-word detection and inline highlighting to keep outbound emails out of promotions/spam folders and in the inbox.
- **Natural-language lead search** at Instantly — users describe an ideal customer profile in plain English and the system returns the best-fit leads, replacing rigid filter UIs with semantic retrieval.
- **47% reduction** in support tickets at Instantly via three-layer error-handling architecture — 99.8% capture rate.
- **3x developer velocity** at Pocketnote through design system overhaul and CI/CD upgrade — 68% faster deployments, \$2.4K/month cloud savings.
- **34% conversion lift** on Convert's experimentation platform through Multi-Arm Bandit optimization and Visual Editor contributions.
- **Global platform** used across 200+ international marketing and operations teams — end-to-end ownership from architecture to deployment.

EXPERIENCE

Full Stack Engineer · *Novacom*

2024 – Present · London

- Architect and ship internal schematics platform enabling teams to model complex diagrams for trucks, refineries, manufacturing plants, tugboats, and industrial protection systems — used across global marketing and operations.
- Own end-to-end delivery: system design → implementation → deployment, with clean abstractions and long-term maintainability as non-negotiables.
- Stack: React, TypeScript, Node.js, full-stack architecture.

Full Stack Engineer · *Convert.com*

2021 – 2024

- Built MCP (Model Context Protocol) server exposing Convert’s experimentation platform to LLM clients as tools — enabling agentic workflows that can query experiments, read results, and trigger actions against the platform using Anthropic’s open standard.
- Shipped Multi-Arm Bandit optimization features on the experimentation platform, contributing to a 34% conversion lift across enterprise clients.
- Core contributor to the Visual Editor used by every Convert customer to build A/B tests without engineering involvement.
- Maintained backend schema integrity and reduced technical debt through proactive refactoring and clean-code practices.

Full Stack Engineer · *Instantly*

2022 – 2024

- Shipped AI-powered email editor that detects spam-trigger language in real time and highlights it inline — directly improves inbox deliverability for high-volume outbound users.
- Built natural-language lead search — users describe their ideal customer profile in plain English and the system returns the best-fit leads, replacing rigid filter UIs with semantic retrieval.
- Architected three-layer error-handling system — React Error Boundaries, Axios interceptors, and global runtime handlers — achieving 99.8% capture rate and 47% reduction in support tickets.
- Built bulk tagging system across campaigns, accounts, and emails — major productivity win for high-volume users, processing 10M+ records.
- Improved codebase structure, API reliability, and end-to-end stability.

Full Stack Engineer · *Pocketnote*

2020 – 2022

- Led full frontend redesign and design system implementation — 3x developer velocity on feature delivery.
- Upgraded CI/CD pipeline to Heroku: 68% faster deployments and \$2.4K/month reduction in cloud operating costs.
- Delivered features across React and Node.js, raising stability, speed, and long-term maintainability.
- Stack: React, Node.js, Heroku, modern design-system tooling.

Full Stack Engineer · *Cobija Industries*

2019

- Migrated frontend from Vue.js to React.js, improving maintainability and UI responsiveness.
- Led a remote team of developers — technical direction, code reviews, and delivery of stable, well-tested features.

SELECTED WRITING

- [Building Scalable Error Handling Systems — How We Reduced Support Tickets by 47%](#)
- [System Architecture Patterns for React/Node Applications — Building for Scale from Day One](#)

EDUCATION

MSc Software Engineering — Kingston University, London

AVAILABILITY

Open to Senior / Lead / Staff Full Stack roles in London or UK-remote. Based in the UK and open to employers offering Skilled Worker sponsorship. Also available for selective consulting engagements via Upwork (Top Rated Plus · 100% JSS).