

Muhammad Umar Farooq

Senior Full-Stack Product Engineer

7+ years | Faisalabad, Pakistan

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Senior full-stack product engineer with 7+ years of experience building and modernizing production web, mobile, backend, and AI-enabled products. Hands-on engineering leader guiding three engineers across architecture, planning, code review, stakeholder communication, QA, and production delivery.

Core Expertise

Frontend: React · Next.js · TypeScript · JavaScript · Tailwind CSS

Backend: Node.js · Express · PostgreSQL · Supabase · Row Level Security · MongoDB · Prisma · Stripe · Socket.IO

Mobile: React Native · Flutter

AI: OpenAI APIs · RAG · LangChain · LangGraph · Vercel AI SDK

Delivery: Architecture · Technical planning · Code review · Mentoring · Stakeholder communication · Releases · QA · API integrations

Experience

Crave

May 2020–Present

Leadership scope: Architecture and technical direction · Planning · Code review · Mentoring · Stakeholder communication · Releases · QA

Director of Engineering

June 2026–Present

Leads three engineers through functional technical leadership while remaining hands-on across architecture, implementation, review, QA, and releases.

- Lead and mentor three engineers while contributing across web, mobile, backend, and AI-enabled product work.
- Guide product work from requirements and technical decisions through release, QA, and iteration.

Full-Stack Developer

December 2023–June 2026

Delivered customer ordering, merchant operations, staff tooling, and shared backend workflows across web, mobile, and APIs.

Frontend Developer

May 2020–December 2023

Built customer and operational web interfaces for restaurant ordering and management workflows.

Selected contributions across the Crave tenure

- Built customer web ordering flows across menu browsing, cart, checkout, fulfillment selection, discounts, tips, fees, and Stripe-backed payment methods.
- Built merchant business-manager surfaces for dashboard analytics, order management, customers, discounts, locations, team/API keys, menu operations, item availability, store hours, fulfillment settings, and Stripe account/subscription flows.
- Built React Native order-manager workflows for active and scheduled orders, live Socket.IO updates, order state actions, item availability, pause/resume behavior, and receipt printing.
- Worked across shared Express/MongoDB services so the web ordering app, dashboard, and in-store app stayed aligned around orders, menus, locations, payments, and provider events.

Additional Experience

Independent Full-Stack Engineer — Freelance Practice

2024–Present

Builds and modernizes selected client and owned products across Next.js, Node.js, React Native, Flutter, payments, and AI-enabled workflows.

Earlier Experience

Frontend Developer — Tek2D

February 2019–March 2020

Developed responsive frontend web experiences and translated product and design requirements into maintainable interfaces.

Selected Projects

CraveUp - Restaurant Ordering & Management Platform

Frontend Developer → Full-Stack Developer → Director of Engineering | May 2020–Present

A multi-surface restaurant commerce platform built at Crave - customer web ordering, a merchant business-manager dashboard, a React Native order-manager app, and shared Node.js services for orders, menus, payments, and live staff updates.

Technologies: Next.js · React · React Native · TypeScript · Node.js · Express · MongoDB

- Built customer web ordering flows across menu browsing, cart, checkout, fulfillment selection, discounts, tips, fees, and Stripe-backed payment methods.
- Built merchant business-manager surfaces for dashboard analytics, order management, customers, discounts, locations, team/API keys, menu operations, item availability, store hours, fulfillment settings, and Stripe account/subscription flows.
- Built React Native order-manager workflows for active and scheduled orders, live Socket.IO updates, order state actions, item availability, pause/resume behavior, and receipt printing.
- Worked across shared Express/MongoDB services so the web ordering app, dashboard, and in-store app stayed aligned around orders, menus, locations, payments, and provider events.

Resumi

Full-stack engineer | 2025 – Present

A resume builder for polished, ATS-aware resumes: start quickly, edit with live preview, customize templates, and share or export when a version is ready.

Technologies: Next.js · TypeScript · Clerk · Neon / Postgres · Prisma · OpenAI · Vercel AI SDK

- Built the resume editor with structured sections and a live, template-styled preview
- Implemented customization controls for palette, page size, and export-ready presentation
- Added AI-assist surfaces for tailoring a resume toward a target role
- Shipped resume sharing, export actions, billing gates, and account-based resume management

Invoicery

Full-stack engineer | 2025 – Present

A client and invoice management product for freelancers and small service businesses: set up a branded company, manage clients, build invoices, and share them through clean public links.

Technologies: Next.js · TypeScript · Tailwind CSS · shadcn/ui · Clerk · Neon / Postgres · Prisma

- Owned the core invoicing flow: company setup with branding, timezone, and currency; clients; invoices with line items and notes
- Implemented public tokenized invoice links and a clean public invoice page for recipients
- Added invoice email delivery with Resend
- Set up auth with Clerk, a Postgres/Prisma data model, and file storage with Vercel Blob

Education & Certification

Master's degree, Computer Science

2023

Virtual University of Pakistan

Certified Mobile and Web App Developer

September 2018

Saylani Mass I.T. Training Programme / Saylani Welfare International Trust