

Muhammad Abdullah

Software Engineer | Web Developer | Freelancer | Project Manager

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Professional Summary

Results-driven Software Engineering student and creative digital professional with 3+ years of freelance experience in WordPress development, graphic design, and video editing. Experienced freelancer on Upwork and local markets, delivering projects for clients across Pakistan, UAE, UK, and the US. Project Manager at Abtuu Studio — coordinating teams, managing client communication, and ensuring on-time delivery of digital projects. Certified Agile Scrum Master with hands-on front-end internship experience and a strong academic background in AI/ML through an FYP utilizing CNN and MobileNet for real-world plant disease detection.

Experience

Freelance Web Developer, Graphic Designer & Video Editor

2022 – 2026

Upwork & Local Clients • Remote / Pakistan

- Delivered 10+ WordPress and WooCommerce websites for clients across Pakistan, UAE, UK, and the US — from landing pages to full e-commerce stores with payment gateway integrations.
- Provided end-to-end graphic design services including logos, brand identity kits, social media graphics, and print materials using Adobe Illustrator and Canva.
- Produced and edited professional video content for marketing campaigns, YouTube channels, and social media reels using CapCut.
- Maintained consistent 5-star client ratings on Upwork through reliable communication, on-time delivery, and high-quality output; grew revenue year-over-year through referrals.
- Independently managed all project scopes, timelines, client revisions, invoicing, and final deliverables across multiple concurrent engagements

Web Development Intern

Jun 2023 – Aug 2023

BrainEx Pvt Ltd • Pakistan

- Built responsive, semantically structured websites using HTML5 and CSS3; translated wireframes into functional, cross-device compatible pages.
- Received mentorship in professional development workflows, coding standards, and team-based project management practices.

Project Manager

2024 – 2025

Abtuu Studio • Haripur, Pakistan

- Working at Abtuu Studio as Project Manager, overseeing digital projects spanning WordPress development, graphic design, video editing, and social media marketing for SMEs and startups.
- Serve as Project Manager — overseeing end-to-end delivery of all client projects from initial brief and scoping through to final launch and handoff.
- Coordinate a team of designers and developers, assigning tasks, tracking progress, and maintaining quality standards across all active projects.

- Act as the primary point of contact for 15+ clients — gathering requirements, managing feedback cycles, and ensuring expectations are clearly communicated throughout.
- Apply Agile/Scrum methodology to structure sprints, manage backlogs, and keep projects on schedule and within budget.
- Handle contracts, invoicing, and resource planning to keep studio operations running smoothly alongside creative output.

Front-End Web Development Intern

Jun 2025 – Aug 2025

Revnix SMT Ltd • Pakistan

- Developed responsive web pages from mockups using HTML5, CSS3 (Flexbox & Grid), and JavaScript in a professional team environment.
- Followed Git-based version control, code review processes, and cross-browser compatibility best practices on real client projects.

Projects

Sabz-Scan — AI-Powered Plant Disease Detection (FYP)

2024 – 2025

Lead Developer | Stack: Python, TensorFlow, CNN, MobileNetV2, React Native, Kotlin, Firebase

- Developed an AI system to detect plant diseases from leaf images using a CNN built on the MobileNetV2 architecture, achieving high classification accuracy across multiple disease categories.
- Built a React Native mobile app for online use, connecting to a cloud-hosted ML inference API for real-time disease detection and solution recommendations.
- Developed a fully offline Kotlin (Android) app that runs the trained TFLite model on-device — ensuring usability in rural/low-connectivity farming areas.
- Implemented a solution module providing farmers with disease diagnosis, treatment options, and prevention guidelines in a simple, accessible interface.
- Trained and fine-tuned the model on a curated plant disease dataset using transfer learning, achieving robust performance on unseen images.

E-Commerce Stores — WordPress & WooCommerce

2022 – Present

Freelance Developer & Project Manager | Stack: WordPress, WooCommerce, PHP, HTML/CSS, Elementor, Payment APIs

- Designed and developed multiple production e-commerce stores for clients in retail, fashion, food, and services sectors across local and international markets.
- Configured WooCommerce with custom product catalogs, inventory management, discount systems, and payment gateway integrations (JazzCash, Stripe, PayPal).
- Applied SEO best practices, speed optimization, and mobile-first responsive design to improve store performance and visibility.
- Managed full project lifecycle from initial brief to post-launch support, including plugin updates, security hardening, and feature additions.

Education

Bachelor of Software Engineering

2022 – 2026 (Expected)

Pak-Austria Fachhochschule University, Haripur • GPA: 3.01 / 4.0

Certifications

Web Development Sync Vortex Technologies	2023
Agile Scrum Master Simplilearn	2024
Foundation of Digital Marketing & E-commerce Google / Coursera View Credential ↗	2024
Front-End Web Development Revnix SMT Ltd	2025

Skills

- WordPress & WooCommerce Development
- HTML5, Tailwind CSS, JavaScript
- Python, Machine Learning (CNN, MobileNet)
- React Native (Mobile Development)
- Kotlin (Android Development)
- Responsive & Mobile-First Web Design
- Graphic Design (Adobe AI, Canva)
- Video Editing (CapCut)
- Digital Marketing & Social Media
- Project Management (Agile / Scrum)
- Client Communication & Freelancing
- MS Office