Muhammad Hussnain Farooq

AI Engineer, Senior Software Engineer | Backend & Full-Stack | Automation | E-commerce Systems | Integrations

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SUMMARY

AI engineer and senior software engineer with 8+ years building backend systems, full-stack products, automation and e-commerce systems. Founder of False Logics, building its SaaS products end to end: a video marketing platform, a document-AI invoice tool and an AI sales agent. Five years of freelance e-commerce automation: about 55 supplier-feed importers and store syncs across Shopify, WooCommerce, BigCommerce, Amazon SP-API and wholesale suppliers. MS in Computer Science with research in computer vision and indoor positioning.

TECHNICAL SKILLS

- Languages: TypeScript, PHP, Python, Go, Rust, JavaScript, SQL
- Backend: NestJS, Laravel, Lumen, FastAPI, Fastify, Express, Flask, Node.js
- Frontend and mobile: React, Next.js, React Native, Expo, Vite, Tailwind CSS
- Data and queues: PostgreSQL, MySQL, Redis, BullMQ, Drizzle ORM, Prisma, SQLite
- E-commerce: Shopify Admin API, Shopify webhooks, WooCommerce, BigCommerce API, Shopware API, Amazon SP-API, Amazon MWS
- AI: OpenAI API, LangChain, Chroma, sentence-transformers, Azure AI Document Intelligence, Deepgram
- Infrastructure: Docker, GitHub Actions, pm2, Vercel, nginx, Caddy, Linux, OpenStack, cron, AWS S3, Bunny CDN
- Media, desktop and research: FFmpeg, Tauri, OpenCV, TensorFlow / Keras, Computer Vision, Sensor Fusion

EXPERIENCE

Senior Software Engineer, Adazing LLC

2025 – present

- Engineer on Adazing's author-marketing SaaS tools and its AI headshot platform.
- Rebuilt the AI headshot platform from WordPress plugins into a multi-tenant Go API with a Next.js front end, now live; wrote every commit of the rebuild.
- Built the training pipeline: direct photo uploads, LoRA training through Astria with webhooks, and provider routing with a tested fallback when a trained model has expired.

Senior Software Engineer, HBL MicroFinance Bank

Mar 2023 – Feb 2024

- Built and maintained enterprise applications for core banking operations.
- Integrated internal and third-party services, including NADRA, 1Link and payment gateways.
- Worked with cross-functional teams on new features and production issues, and owned the delivery cycle under secure coding standards in a regulated environment.

Full-Stack Web Developer, Adazing LLC

Oct 2019 – Jan 2023

- Delivered small to mid-scale web apps in Laravel, Lumen, Flask and WordPress for Adazing's author, book and church product lines.
- Built an AI writing engine that turns form inputs into prompts, with multilingual output and document downloads.
- Built FFmpeg media tools: an audiogram renderer that draws an animated waveform over a cover image, and countdown videos with text overlays on a looped background.
- Designed MySQL databases with secure authentication, and deployed and tuned the apps on Linux.

Software Engineer, GlowLogix

Jan 2016 – Oct 2019

- Built PHP/Laravel web apps, WordPress and client sites, and their APIs and integrations.

- Screened, onboarded and trained new team members.

OWN COMPANY AND CO-FOUNDED

Founder, False Logics

2025 – present

- Founded False Logics, a software company that builds its own SaaS products.
- VidzyPlayer: built the whole video marketing platform alone (NestJS and PostgreSQL API, Next.js dashboard, Vite embed, shared React player, Paddle billing); it is live.
- InvoiceAI: invoice and receipt extraction with OCR plus an LLM step in a queue worker, a review dashboard, CSV export and QuickBooks bill sync.
- OpenClaw B2B sales agent: researches and scores leads and drafts outreach, with every email held for human approval; used for real Vidzy prospecting.

Co-founder / partner, Truelogics

- Co-founded Truelogics with Muhammad Sarmad (EveryCare, RideMe), covering backend/API, mobile/frontend and infrastructure.
- Contributed native mobile alarm work to EveryCare.

Co-founder / co-builder, Optimal Lab

- Co-founded Optimal Lab with Muhammad Sarmad; authored its System Design, DevOps, AI Native, AI Automation, Tools and Frontend session tracks.

FREELANCE

Software Engineer, Freelance

2020 – present

- Built about 55 supplier-feed importers and store syncs for e-commerce clients: catalogues, prices, stock and collections from CSV, XML, FTP/SFTP, supplier APIs and scraped pages into Shopify, WooCommerce and BigCommerce.
- Closed order loops: Shopify order webhooks become supplier orders, and tracking comes back as fulfilments.
- Built Amazon SP-API listing feeds from the VidaXL catalogue, live on Amazon Belgium, France, Italy and Spain.
- Built a Go feed sync for an EU Shopify retailer: bulk import, hourly stock and price sync, a 2FA dashboard and safety rules against bad feeds.
- Led development of a grocery ordering app for a regional grocery chain (Expo app, Express API, React admin).
- Tech lead on a jewelry e-commerce build through an agency: architecture, DevOps and deployment, and client communication.
- Built Shopify and Shopware order and catalog syncs for zweitliebe.de, and a multi-vendor feed app for a Shopify merchant.

SELECTED PROJECTS

VidzyPlayer

Video marketing platform: branded embeddable player with timed CTAs, popups, lead-capture gates, analytics, email preview GIFs and Paddle billing; live.

Technologies: TypeScript, NestJS, Drizzle ORM, PostgreSQL, Next.js, React | vidzyplayer.com

Vidzy RAG (Ask Vidzy)

Retrieval-first product-knowledge assistant: reviewed canonical answers with sources, a confidence policy that can decline, public/internal scope isolation and an offline retrieval benchmark.

Technologies: Python, FastAPI, LangChain, Chroma, sentence-transformers, pytest | github.com/hussnainsheikh/vidzy-rag

TrueFlow

macOS voice-writing app in Rust and Tauri: hold-to-talk dictation into any app with streaming transcription, per-project vocabulary and a fail-closed voice rewrite.

Technologies: Rust, Tauri 2, CPAL, Deepgram, OpenAI API, SQLite | github.com/hussnainsheikh/trueflow

OpenStack Server Provisioning
Self-service system that provisions Windows and Linux virtual servers on OpenStack from user-selected specifications, automated from spec selection through to a fully set-up server.

Technologies: OpenStack, Linux, Windows Server

Shopify – VidaXL Dropshipping Integration
VidaXL to Shopify dropshipping: catalogue import and repricing with per-category margins, collections from supplier categories, and order forwarding; live.

Technologies: PHP, Lumen, Guzzle, Shopify Admin REST API, VidaXL B2B API, MySQL

RESEARCH

MS thesis, University of Gujrat
2024 – 2026

- Thesis: "Fusion of Geomagnetic Field to Mitigate Architectural Similarities in Vision-Based Indoor Positioning Systems".
- Fused computer vision with geomagnetic sensing to reduce localization errors in visually similar indoor spaces.
- Implemented SIFT matching, k-means shortlists, BF/FLANN matching, camera pose estimation, magnetic fingerprinting, fusion and a ResNet18 regression baseline, plus a Flutter data-collection app.

EDUCATION

- **MS in Computer Science**, University of Gujrat, 2024 – 2026
- **BS in Computer Science (Hons.)**, University of Gujrat, 2013 – 2018

PUBLICATIONS

- **Architectural Similarity Analysis for Vision-Based Robot Navigation** (2024). Farooq, M. H., Haider, A., & Ali, M. U. RACSIT-2024, University of Education, Lahore.
- **A Systematic Approach to Generate 3D Path Loss Heat Maps for WiFi Indoor Positioning** (2022). Haider, A., Farooq, M. H., Mukhtar, H., & Ali, M. U. 1st International Conference on Energy, Power and Environment. doi.org/10.3390/engproc2021012106 (doi.org/10.3390/engproc2021012106)

CERTIFICATIONS

- **Conference presenter, RACSIT-2024**, Dept. of Information Sciences, University of Education, Lahore (Mar 2024)
- **Traffic Sign Classification Using Deep Learning in Python/Keras**, Coursera Project Network (Feb 2023), verify (coursera.org/verify/87LAHA65JBRA)
- **Image Classification with CNNs using Keras**, Coursera Project Network (Feb 2023), verify (coursera.org/verify/WTG8EVC678AX)
- **Programming for Everybody (Getting Started with Python)**, University of Michigan on Coursera (Feb 2018), verify (coursera.org/verify/BRZSJCCE43SJ)

LANGUAGES

- English (professional), Urdu (native)