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 — vidzyplayer.com

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

TypeScript · NestJS · Drizzle ORM · PostgreSQL · Next.js · React

Vidzy RAG (Ask Vidzy) — github.com

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.

Python · FastAPI · LangChain · Chroma · sentence-transformers · pytest

TrueFlow — github.com

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.

Rust · Tauri 2 · CPAL · Deepgram · OpenAI API · SQLite

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.

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.

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

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
- **Image Classification with CNNs using Keras**, Coursera Project Network (Feb 2023), verify
- **Programming for Everybody (Getting Started with Python)**, University of Michigan on Coursera (Feb 2018), verify

LANGUAGES

- English (professional), Urdu (native)