

ABDUL MOIZ HANIF

BUSINESS DEVELOPMENT & GROWTH • SOFTWARE ENGINEERING BACKGROUND

moizhanif.dev@gmail.com • 0323 5086899 • Lahore, Pakistan
linkedin.com/in/abdulmoizhanif • github.com/MoizHanifdev

PROFILE

Final year Software Engineering graduate with a genuine interest in business growth, client communication, and market outreach. Comfortable working with technology and people alike, having built two full products from concept to finished application as a developer. This gives a real understanding of both the technical substance of a product and how to translate it for a non technical audience, a genuine advantage in outreach, relationship building, and lead generation. Research driven, a fast learner, dependable, and comfortable under a full time structured schedule, with a genuine interest in learning the fundamentals of growth while contributing from day one.

KEY STRENGTHS

- Strong verbal and written communication, confident presenting to teams or clients
- Technical fluency that bridges developers and non technical stakeholders
- Research driven approach to understanding a market or prospect
- Detail oriented with data, records, and client information
- Patient, empathetic communicator in sensitive conversations
- Fast learner, dependable, organized, fully available full time

SKILLS

- **Business & Outreach:** Client Communication, Market Research, Lead Generation, CRM Tools, Cross Functional Presenting
- **Technical:** React, Next.js, JavaScript, Tailwind CSS, REST APIs, Git and GitHub
- **AI Tools:** Prompt Engineering, Gemini API, OpenAI API

SELECTED PROJECTS

Plantist – Full Stack Plant Care Platform

Final Year Project

- Built the entire frontend in Next.js across six modules: plant identification, health diagnosis, marketplace, garden planner, chat, and dashboard
- Integrated AI directly into the product, using Google Gemini for conversational plant care chat and TensorFlow.js for real time, on device plant identification
- Delivered live chat and notifications through Socket.io, with smooth image uploads through Cloudinary, connected to a Node.js and Express backend via REST APIs
- Stack: Next.js, React, TypeScript, Tailwind CSS, Node.js, Express, MongoDB

OMRS – Online Medical Record System

Personal Project

- Designed role based dashboards for doctors, nurses, receptionists, and admins across a fifteen module healthcare platform
- Built the clinical notes editor, prescribing screens, and appointment scheduling system used across all four roles
- Implemented secure sign in with NextAuth and OTP based two factor authentication, plus SMS, voice, and email notifications through Twilio, Vonage, and SendGrid
- Stack: Next.js, React, TypeScript, TanStack Query, Socket.io, MongoDB, NextAuth

EDUCATION

BS Software Engineering – Superior University Lahore, Gold Campus

2022 – 2026

- CGPA 3.20 out of 4.00. Industry integrated program combining three years of academic study with one year of market facing experience

CERTIFICATIONS

- Introduction to SQL, SoloLearn
- CSS Basic, HackerRank
- React Basic, HackerRank
- Generative AI Mastermind, Outskill

LANGUAGES

English Working Proficiency Urdu Native