



Rana Muhammad Usman

Full Stack Web Developer

+92.314.7981434

✉ ranausmaninbox@gmail.com

📍 Sabzazar, Lahore, Pakistan

Summary

Full Stack Web Developer with 5+ years of experience in **Next.js, MERN stack, and WordPress development**. Skilled in building **scalable, SEO-optimized, and high-performance applications** that deliver real business results. Strong background in **frontend & backend development, website optimization, and API integration**, with proven success in client projects across Pakistan, the US, and beyond.

Skills

API Integration | CSS3 | Express.js | Git | GITHUB | HTML5 | Java Script | MongoDB | Next Js | Nodejs | On Page SEO | PostgreSQL | PSD to WordPress | React Js | Restful APIs | Shopify | Website Speed Optimization

Experience

Sep 2023 - Present

Full Stack Web Developer

Publication Media LTD, Lahore, Pakistan

- Develop and maintain **web applications and platforms** using **Next.js and modern JavaScript frameworks**, with a focus on scalability, speed, and security.
- Manage the company's **guest posting services platform**, building new features, optimizing workflows, and integrating third-party tools.
- Work on **client projects** involving frontend and backend development, ensuring clean code and high-performance architecture.
- Collaborate with internal teams to deliver customized solutions that support content publishing, SEO, and outreach goals.
- Implement **best practices in coding, testing, and deployment**, ensuring smooth and reliable product releases.

Jul 2019 - Present

Full Stack Web Developer | NEXT JS, WordPress, PHP, Laravel, MERN

Freelance & Agency Projects, Lahore, Pakistan

- Delivered **end-to-end web solutions** for local and international clients, managing projects from planning to deployment.
- Developed **custom web applications** using **PHP, Laravel, React.js, Node.js, Express.js, MongoDB, Next.js, and PostgreSQL**, ensuring scalability and performance.
- Built and customized **WordPress and Shopify websites**, including theme customization, plugin integration, SEO setup, and speed optimization.
- Created and consumed **RESTful APIs** and integrated third-party services to enhance functionality across multiple platforms.
- Designed **responsive, user-focused front-end interfaces** optimized for speed, accessibility, and SEO.
- Handled **server management, version control (Git/GitHub), hosting, and ongoing maintenance**, delivering reliable and secure solutions.
- Successfully completed **multiple client projects across diverse industries**, helping businesses improve online presence and digital performance.

Aug 2020 - Dec 2024

Full Stack Web Developer & SEO Specialist (Next.js, PostgreSQL)

Outreach Expert LTD, Lahore, Pakistan

- Designed, developed, and maintained **web applications** using **Next.js** and **PostgreSQL**, focusing on speed, scalability, and SEO best practices.
- Built **custom websites** and internal tools to support outreach and guest posting operations, improving workflow efficiency.
- Managed and expanded a **guest post reselling business**, establishing partnerships with website owners and editors to increase publishing opportunities.
- Created and optimized **SEO-focused websites** to generate traffic and revenue through guest posting and content marketing.
- Implemented **backend APIs, role-based dashboards, and secure authentication systems** to streamline internal processes.
- Collaborated with cross-functional teams to deliver high-quality solutions for clients and company-owned projects.

Apr 2018 - Dec 2020

PHP /Laravel Developer

Pak SEO Services, Lahore, Pakistan

- Developed and maintained **custom web applications** for multiple clients across diverse industries using **Laravel and PHP**.
- Created **scalable backend architectures**, integrated APIs, and implemented secure authentication and authorization features.
- Built responsive **frontend interfaces** with HTML, CSS, JavaScript, and Blade templates to ensure a seamless user experience.
- Managed full project lifecycles, from requirement gathering to deployment, delivering **high-quality solutions on time and within scope**.
- Collaborated with designers, SEO specialists, and stakeholders to align projects with business goals and enhance website performance.

Dec 2019 - Oct 2020

PHP / Laravel Developer

Supreme Security Services, Lahore, Pakistan

- Maintained and enhanced the company's **security services management system**, ensuring smooth backend operations.
- Developed and integrated **new features and modules** using **PHP and Laravel**, improving service efficiency and functionality.
- Created and optimized **RESTful APIs** to support the company's **mobile application**, enabling real-time data access for clients and staff.
- Implemented **database updates, bug fixes, and performance improvements**, ensuring system stability and scalability.
- Collaborated with cross-functional teams to gather requirements and deliver secure, reliable backend solutions.

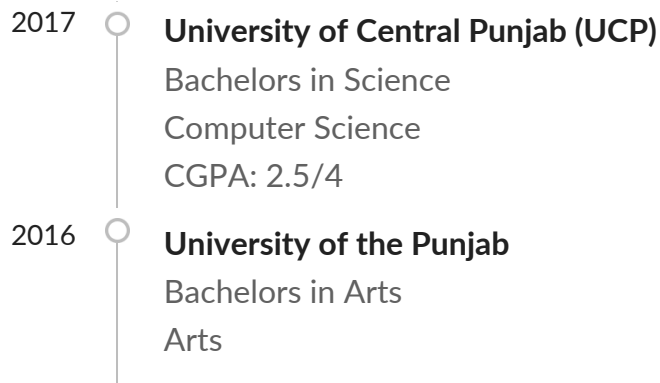
Jul 2017 - Mar 2018

Core PHP Developer

acco.com.pk, Lahore, Pakistan

- Designed and developed a **Learning Management System (LMS)** website from scratch using **Core PHP, HTML, CSS, and JavaScript**.
- Built and optimized both **frontend and backend modules**, including course management, student registration, and content delivery features.
- Implemented **user authentication, role-based access control, and data management** to ensure secure and scalable functionality.
- Enhanced website usability by creating a **responsive, cross-browser compatible UI**, improving overall user experience.
- Collaborated with the project team to gather requirements and deliver a **fully functional LMS** aligned with business needs.

Education



Projects

Dynamic E-Commerce Store– Next.js & PostgreSQL

<https://ecommerce-nine-gilt-79.vercel.app>

- Building a flexible store structure with dynamic pages for products, categories, carts, and checkouts, allowing users to create unlimited custom pages like Home, About, Contact, or Services.
- Implementing a powerful admin panel with product management, order tracking, inventory control, and real-time dashboard stats.
- Focused on performance, security, and SEO — ensuring fast page loads, structured data, dynamic metadata, and clean URLs.
- This store is being built as a reusable foundation for developers and business owners who want a fast, customizable, and production ready e-commerce solution without relying on third-party platforms.

Full-Stack Blog Application – Next.js & MongoDB

<https://fullblog-gamma.vercel.app>

- Created dynamic pages, posts, categories, menus, Ads Placement, Orphan Posts, and user management with clean routing. Also create an authentication system with a security puzzle, OTP verification via email.
- Implemented multiple user roles (Admin, Editor, Author, Contributor, Subscriber) to manage access and publishing rights.
- Developed a fully SEO-friendly structure with dynamic metadata, sitemap.xml, schema markup, and robots.txt for better search engine visibility.

Role-Based Management System - Nextjs & PostgreSQL

<https://rolebased.iamranausman.com>

Built a fully secure and scalable role-based management system using Next.js and PostgreSQL, featuring two separate dashboards for Admin/Staff and Users.

- Designed a dynamic Admin Dashboard to manage staff members, assign roles, set permissions, and track all activities through a real-time activity log system.
- Included a complete Site Settings page where admins can update site metadata, logo, favicon, footer content, and manage the robots.txt file.
- Added profile management for both admins and users, allowing updates to name, profile photo, social links, and bio in a clean, user friendly interface.
- Developed a separate User Dashboard with limited access based on roles, maintaining full security through protected routes and strict role checks.
- Ideal for project builders looking to save time by integrating a ready made, secure user management system into their apps.

Webista.pk Personal Agency Website

<https://webista.pk/>

- **Fully Customized WordPress Build:** Developed a unique, conversion-focused website from the ground up using Elementor, with a custom layout, interactive sections, and tailored animations to enhance user engagement.
- **Scalable & SEO-Ready Design:** Implemented a flexible structure optimized for speed, responsiveness, and future content growth, ensuring strong SEO foundations for better search visibility.

Horizan Consultancy Pakistan Client

<https://horizonconsultancypk.com>

- **Custom WordPress Development:** Designed and developed a professional business website for Horizon Consultancy using a premium WordPress theme, ensuring fast performance, mobile responsiveness, and an intuitive user experience.
- **Brand-Focused Customization:** Tailored layouts, color schemes, and content structure to match the client's brand identity, integrating essential features like service listings, contact forms, and SEO-friendly architecture

Inclusiveness Inc USA Client

<https://inclusivenessinc.com>

- **Custom WordPress Development:** Designed and developed a professional business website for Inclusiveness INC using a premium WordPress theme, ensuring fast performance, mobile responsiveness, and an intuitive user experience.
- **Brand-Focused Customization:** Tailored layouts, color schemes, and content structure to match the client's brand identity, integrating essential features like service listings, contact forms, and SEO-friendly architecture

Languages

Punjabi Expert	Urdu Expert	English Intermediate
--------------------------	-----------------------	--------------------------------