

HAMZA AFZAL

SR. SOFTWARE ENGINEER | AI-ENABLED DEV. & IMPLEMENTATION | AI AUTOMATION CONSULTANT

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PROFESSIONAL SUMMARY

Senior software engineer and AI implementation consultant with 12+ years of experience combining full-stack product development, workflow automation, and business strategy. Builds and improves web platforms with React, Node.js, PHP, Python, and modern AI tooling; translates operational problems into practical architectures, implementation roadmaps, and measurable adoption programs. Experienced in enterprise AI transformation, client delivery, training, governance, and cross-functional change.

CORE EXPERTISE

AI & Automation: AI implementation, workflow automation, generative AI, prompt engineering, LLM integration, AI-assisted development, TTS/STT, image generation, evaluation frameworks, governance

Software Engineering: React.js, Next.js, TypeScript, JavaScript, Node.js, Express, PHP, Python, REST APIs, MySQL, SQLite, Tailwind CSS, WordPress, Shopify, Git, Remotion, FFmpeg

Product & Strategy: Product discovery, requirements, system architecture, process analysis, business strategy, stakeholder collaboration, training, change management, KPI and ROI definition

PROFESSIONAL EXPERIENCE

Founder | AI Implementation Strategist

Nov 2014 - Sep 2026

Axcreative Inc. | Lahore, Pakistan

- Founded and led a technology practice delivering web products, automation systems, and digital solutions for international clients across varied industries.
- Designed AI-enabled workflows that connect language models, image generation, speech tools, web interfaces, and automated media/rendering pipelines.
- Translated business operations into product requirements, solution architectures, phased roadmaps, and maintainable implementation plans.
- Built and maintained a portfolio spanning 100+ web and digital project items while guiding client communication, delivery quality, and long-term product direction.

Senior Software Engineer (Part-time)

Jun 2025 - Aug 2026

Digitec | Remote

- Provided senior engineering input across software design, infrastructure, and delivery for remote product engagements.
- Applied hands-on problem solving and system-level thinking to improve maintainability and implementation decisions across the software lifecycle.

AI Implementation Consultant (Contract)

Mar 2026 - Jun 2026

Digital Era Management & Technology Inc. | Toronto, Canada - Remote

- Architected AI integration strategies for a Fortune 500 medical-device and pharmaceutical client, identifying automation opportunities and workflow bottlenecks.
- Designed and delivered AI literacy and prompt-engineering workshops to accelerate responsible adoption and data-informed decision-making.
- Created scalable evaluation, governance, and deployment frameworks aligned with corporate compliance; defined KPIs to track operational impact and ROI.
- Led cross-functional change-management efforts that supported AI adoption across complex business segments and encouraged an AI-enabled culture.

Web Developer

Jul 2021 - Jan 2025

Internet-Exposure Designs | Vancouver, Canada - Remote

- Developed and optimized React.js, PHP, and Node.js solutions integrated with secure backend APIs.
- Improved UI/UX performance through reusable components, responsive layouts, code splitting, and targeted debugging, increasing application speed by 30%+.
- Delivered and maintained client platforms across financial services, healthcare staffing, booking, local government, and other business domains.

HAMZA AFZAL

SELECTED AI, PRODUCT & SOFTWARE WORK

SELECTED AI & PRODUCT INITIATIVES

Kovo AI Video Automation Platform | AI-enabled media pipeline | 2026

- Architected and iteratively improved a local-first workflow connecting LLM-assisted scripting, AI image generation, narration, transcription, dynamic captions, Remotion rendering, and FFmpeg delivery.
- Developed operational controls for templates, queued jobs, automated validation, render monitoring, quality presets, and reliable retry paths.
- Improved caption layout and deterministic rendering while evaluating CPU/GPU acceleration without sacrificing final-output quality.

XERP | Multi-company POS & inventory product architecture | 2026

- Defined the MVP for a hosted, multi-client inventory and point-of-sale platform for a UK hardware and building-supplies business.
- Designed a control/tenant data architecture with client-isolated SQLite databases, multi-company operations, role-based access, manual subscriptions, reporting, audit, and recovery requirements.
- Authored the product brief, functional requirements, workflows, security model, screen map, data model, decision log, and phased implementation roadmap.

SELECTED CLIENT PLATFORMS

Winadvisors.com.sg | Financial reporting platform

- Built a React.js client dashboard with charting libraries and secure API integrations for real-time financial reporting and on-demand reports.

Staffme.biz | Medical staff onboarding platform

- Built responsive React.js onboarding flows with dynamic forms, validation logic, and streamlined backend API integration.

BOIR.org | WordPress e-filing plugin

- Developed a custom WordPress plugin and filing workflow tailored to the platform's operational requirements.

Additional delivery | Web platforms & integrations

- Created a custom booking platform for Dorismond.com, integrated RepairPAL APIs for Drivesly.com, and designed the official Saxmundham Town Council website.

EARLIER EXPERIENCE

Web Developer

Jul 2020 - Jun 2021

Sajalo Stores | Lahore, Pakistan

- Designed, developed, maintained, and troubleshooted Shopify stores; managed accurate product data and ongoing site updates.

Social Entrepreneurship Program Facilitator | Web Support

Sep 2017 - Jun 2020

Superior University / CMACED | Lahore, Pakistan

- Supported social-entrepreneurship and active-citizenship programs, facilitated student learning, and contributed research and program operations.
- Designed the CMACED website and maintained a training system supporting the British Council Active Citizens Program.

EDUCATION & RECOGNITION

Bachelor of Business Administration (Hons.)

The Superior University, Lahore | 2014 - 2018

Website Designing Competition Award

University annual competition | Apr 2016