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# OSMAN JANJUA

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## Summary

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*Experienced Software Engineer with extensive expertise in designing and developing enterprise-level applications. Skilled in leveraging various technologies and frameworks to create scalable and optimized solutions.*

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## Professional Experience

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### AI & Analytics Engineer | WeTrackAds

June 2020 – Present | London, United Kingdom

- Established ETL pipelines using BigQuery and dbt to unify ad data from Google, Meta, and TikTok, increasing data validity and reducing reporting latency between departments.
- Trained and implemented ML models to predict conversion probability and optimize campaign targeting, resulting in higher ROI.
- Designed and developed secure RESTful APIs with Nests and TypeScript to provide analytics and marketing performance data to web applications.
- Built interactive analytics dashboards with React and Next.js, integrating real-time campaign insights, KPI charts, and automated reports to empower marketing teams.
- Implemented modular UI components and server-side rendering logic with Next.js for scalable, high-performance internal dashboards and client portals.
- Integrated ad platform APIs to dynamically modify bids, budgets, and targeting parameters, eliminating 30% of manual effort and improving campaign performance.
- Collaborated with design and marketing teams to create user-friendly user interfaces and A/B testing features, enabling data-driven content and strategy decisions.

### Software Engineer | First AbuDhabi Bank

January 2021 – January 2023 | Riyadh, Saudi Arabia

- Built a CRUD API for a storage server using MinIO, supporting file upload, retrieval, and deletion functionalities.
- Integrated authentication and authorization features into APIs to ensure secure operations and data protection.
- Implemented Role-Based Access Control (RBAC) to manage user permissions securely and ensure resource access aligned with roles.
- Developed a microservices-based QR code application for encoding and decoding, focusing on modularity and scalability.
- Designed health check endpoints and implemented detailed logging for API health monitoring.
- Rewrote legacy Java (SpringBoot) and JavaScript code into TypeScript, improving maintainability, type safety, and scalability of the application.
- Ensured code quality and reliability through unit testing frameworks like Jest, delivering robust and maintainable systems.

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## Projects

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### 1. Online Admission Systems for Academic Institutions

As part of Enigma Zero, I was involved in creating fully digital online admission systems for educational institutions, including Garrison Cadet College Kohat, Abbottabad Public School, and Frontier Scouts Cadet College Warsak. These systems automated the admission process by enabling students to submit forms, upload documents, and receive digitized admit cards and offer letters. Admission offices benefit from an efficient portal to manage applications, while post-admission workflows integrate seamlessly with finance, library, and cadet shop operations. The solution significantly reduced delays, minimized errors, and enhanced overall efficiency as a reliable SaaS platform for managing admissions seamlessly.

### 2. Warehouse Management System

We also developed a warehouse management system to streamline file management for a client. The system records the origin, sender, contents, and department for boxes received from various locations.

Each box is assigned a unique serial number and barcode for tracking, with departments categorized by unique codes (e.g., TRD for Trade). To enhance security, file requests generate a box serial number and a reference serial, ensuring precise tracking and preventing unauthorized access.

Education	
<b>Master of Science: Data Science</b> Middlesex University <ul style="list-style-type: none"><li>Awarded First Class Honors</li><li>MDX Hackathon 2023 Winner</li></ul>	<b>2024</b>
<b>Bachelor of Science: Information Technology</b> Middlesex University <ul style="list-style-type: none"><li>Awarded First Class Honors</li></ul>	<b>2020</b> Dubai

Skills
<b>Programming Languages:</b> Python, TypeScript, JavaScript
<b>Backend Development:</b> Node.js, NestJS, GraphQL, RESTful API Design
<b>Frontend Development:</b> React, Next.js, Redux, Tailwind CSS, Material UI, Shadcn UI, CSS, HTML, React Native
<b>Data Engineering &amp; Machine Learning:</b> BigQuery, dbt, scikit-learn, TensorFlow, Pandas, NumPy, Data Pipelines, ETL, Feature Engineering
<b>Security &amp; Authentication:</b> JWT, OAuth 2.0, Role-Based Access Control (RBAC), Entra ID (Azure AD)
<b>Databases:</b> PostgreSQL, MySQL, MongoDB
<b>DevOps &amp; Tools:</b> Git, Docker, CI/CD Pipelines, Google Cloud Platform (GCP)
<b>Testing &amp; QA:</b> Jest, Mocha
<b>API Design &amp; Documentation:</b> Swagger, Postman