

MUHAMMAD SALMAN SALEEM

FULL-STACK REACT & NEXT.JS DEVELOPER

Sector A2, Township, Lahore, Pakistan | 0345-6501771 | salmansaleem1771@gmail.com | [LinkedIn](#) | [Portfolio](#) | [GitHub](#)

PROFILE

Dedicated and self-motivated Computer Science graduate with strong expertise in full-stack development. A MERN/Next.js Stack Developer who has independently built and deployed multiple production-grade platforms covering fintech, e-commerce, culinary tools, and utility calculators — all live on the web. Proven ability to engineer complex systems including real-time data feeds, multi-language SEO, in-browser computation, and print-ready document generation. Strong problem-solving skills with deep adaptability across frontend, backend, and deployment pipelines.

EDUCATION

BSCS, COMSATS University Islamabad, Lahore Campus

F.Sc (Pre-Engineering), Punjab Group of Colleges, Jhang Sadar

Feb 2020 – Jan 2025

Apr 2017 – May 2019

TECHNICAL SKILLS

Programming Languages: JavaScript, Java, C++, SQL, HTML5, CSS

Frontend Development: React.js, Next.js, Redux, React Native, TailwindCSS, Bootstrap, Chart.js, i18next

Backend Development: Node.js, Express.js, REST API, JWT Authentication, Socket.io

Database Technologies: MongoDB, SQL, Data Warehousing (Star Schema, Snowflake Schema)

Developer Tools: Git, GitHub, VS Code, Postman, Unity Hub, Vercel, Render, Hostinger

SEO & Web: Technical SEO, JSON-LD Structured Data, Open Graph, XML Sitemap, hreflang, Google Search Console, Ahrefs (Site Explorer, Site Audit, Keyword Research), Google AdSense

Microsoft Office: Word, PowerPoint, Excel

PERSONAL PROJECTS

GOLDIFY PRO

[goldify.pro](#) ↗

Live Gold Rate & Jeweller Management Platform — 100+ Countries

Technologies: Next.js 16, React 19, Node.js, Express.js, MongoDB, TailwindCSS v4, JWT, i18next, Chart.js, Cloudinary, REST API

Deployment: Frontend on Vercel · Backend on Render · Domain & Email (gold@goldify.pro) on Hostinger

- Built a production-deployed full-stack platform displaying real-time 24K/22K/21K/18K gold rates for 100+ countries in local currencies, updated every 60 seconds from a live XAU/USD spot price feed
- Engineered Next.js App Router with server-side generateMetadata and JSON-LD structured data (FAQPage, Product/Offer, HowTo schemas) to embed live gold prices directly in Google search snippets, competing with established financial platforms
- Developed 8 specialized gold calculation tools: weight converter (tola ↔ gram ↔ masha ↔ ratti ↔ ounce), money-to-gold calculator, purity checker, impurity calculator, polish/wastage calculator, average rate calculator, TMR converter, and gold analyzer
- Built a complete jewellery product sale billing system — customer gold assessment, item-wise charges, labour/making fees, payment breakdown, and PDF invoice generation with full print support
- Engineered multi-shop management system where a single user can own and operate multiple shops across different countries, each with independent currency, shop name, and custom logo — reflected across 13 printable sales slip templates
- Implemented 11-language internationalization (English, Urdu, Arabic, Hindi, Bengali, Persian, Chinese, Turkish, Indonesian, Russian, French) with hreflang SEO and browser language auto-detection
- Implemented JWT-based authentication, role-based access control, and full admin panel (user management, shops, contact inbox, newsletter subscribers with CSV export)
- Implemented multi-layer caching strategy: Stale-While-Revalidate reads gold rate from localStorage before first render (zero loading flash), refreshes silently in the background, and falls back gracefully on network failure
- Integrated client-side AI background removal using ONNX Runtime Web for product photography processing entirely in-browser, with Cloudinary-backed media delivery

- Implemented advanced technical SEO across 17 public routes — per-page server-side metadata, XML sitemap, robots.txt, hreflang alternates for 11 languages, and 7 JSON-LD schema types — targeting high-volume daily searches like ‘gold rate today Pakistan’

GOLDPRICE CONVERTER

goldpriceconverter.com ↗

Live Gold Prices & Smart Investment Platform — 100+ Countries

Technologies: Next.js, React, Node.js, TailwindCSS, REST API, ExchangeRate-API, JSON-LD, Google AdSense

Deployment: Sister site to Goldify Pro

- Built a production-grade precious metals tracking platform delivering real-time XAU/USD spot prices for gold, silver, platinum, and palladium with 24H high/low/change data displayed across 100+ countries in local currencies
- Developed an interactive Investment Analyzer tool that backtests user-defined amounts across gold, silver, platinum, palladium, copper, Bitcoin, and Ethereum over custom date ranges — showing exact profit/loss and a clear winner
- Engineered live price-by-purity tables (24K/22K/21K/18K) across multiple weight units (gram, tola, ounce, kilo) with real-time currency conversion powered by live ExchangeRate-API integration
- Built interactive candlestick price charts with configurable timeframes (1D, 1W, 1M, 3M, 1Y, 5Y, MAX) for XAU/USD historical price analysis
- Designed a comprehensive suite of gold tools: multi-unit weight converter (gram, tola, troy ounce, pennyweight, tael, baht, and 20+ units), gold purity calculator, Zakat calculator, and gold vs. inflation analyzer
- Implemented 7 JSON-LD schema types and per-page server-side metadata across all public routes, enabling live gold prices to appear directly in Google search snippets and competing with established financial data platforms
- Delivered full Google AdSense compliance: structured public pages with About, Contact, Privacy Policy, Terms of Service, Cookie Policy, and Licenses pages; removed login walls from informational routes; ensured original-content-only pages
- Built country-level gold price pages for 100+ countries (e.g. /gold-price/pakistan, /gold-price/india) with SEO-optimized URLs and dynamic per-country metadata, driving organic search traffic for high-volume queries

SCALE RECIPE

scale-recipe.com ↗

Smart Recipe Scaling & Kitchen Converter Platform

Technologies: Next.js, React, TailwindCSS, TheMealDB API, JSON-LD, Google AdSense, i18next

- Built a full-featured recipe scaling platform that resizes any recipe to the desired number of servings with proper culinary fractions (denominators 2, 3, 4, 5, 6, 8, 12, 16) and smart unit promotion (3 tsp → 1 tbsp, 16 tbsp → 1 cup, 1000g → 1kg)
- Integrated TheMealDB API to expose a browsable worldwide cookbook of thousands of dishes, filterable by cuisine (Italian, Indian, French, Japanese, and 12+ others), ingredient, and keyword — with individual recipe pages scalable in real time
- Developed a URL import feature that parses structured recipe data (schema.org/Recipe JSON-LD) from any food blog link, enabling one-click scaling of external recipes without manual entry
- Implemented a distraction-free Cook Mode with screen-awake-lock, checkable steps, built-in countdown timers parsed automatically from recipe step text, and 26-language live translation
- Engineered 7 precision kitchen converters — volume, weight, temperature (°C/°F/gas marks), pan size (round ↔ square ↔ rectangle by surface area), ingredient-aware weight-to-volume (40+ calibrated densities), cooking-time scaling, and length — each with an editorial guide
- Built a curated recipe journal section with 17 original culinary essays on scaling principles, leftover safety, chef technique, and ingredient density — producing evergreen SEO content targeting long-tail cooking queries
- Architected a fully privacy-first platform: all scaling and saving runs client-side in the browser with no server-side user data, no accounts required, and no first-party analytics — saved recipes persist in localStorage only
- Implemented JSON-LD Recipe schema on all recipe pages, Open Graph metadata, and per-page server-side metadata for strong search visibility; integrated Google AdSense with a compliant content structure

PREMIUM CONVERTERS

premiumconverters.com ↗

All-in-One Calculator & Converter Hub — 159+ Tools

Technologies: Next.js, React, TailwindCSS, JavaScript, Google AdSense, jsPDF

- Built and deployed a comprehensive browser-based calculator platform with 159+ free tools across 10 categories — Financial, Health, Gold & Silver, Islamic, Unit, Date & Time, Math, Construction, Utility, and Fun
- Engineered a full Islamic calculator suite including Zakat (multi-asset, Nisab-aware, four madhāhib), Warasat/Faraiz classical inheritance algorithm (Quranic fixed shares + residuary with Hijab exclusions), Mahr-e-Fatimi, Salah times, Qibla direction (great-circle bearing to Kaaba), and Hijri ↔ Gregorian calendar conversion

- Developed 22 construction tools with South Asian market focus: Marla/Kanal/Acre area converters, 4-sided and 3-sided plot area calculators with 2D + isometric 3D visualization, and material estimators for bricks, concrete, tile, paint, roofing, drywall, gravel, lumber, stairs, and HVAC
- Built 28 printable business slip templates (Cash Memo, Tax Invoice, Salary Slip, Delivery Challan, POS Receipt, and more) with shop-branding profile that auto-fills headers, supporting both A4 and 80mm thermal export via PDF
- Implemented Pakistan-specific financial calculators: income tax (FBR slabs 2024–25 with filer/non-filer/late-filer differentiation), property tax, GST/Sales Tax, and advanced salary breakdown — directly serving a Pakistan-first user base
- Engineered a Student Result Card generator producing branded PDF report cards with subject rows, grades, GPA calculation, school header, and print/download in a single click — tailored to Punjab Board and HEC grading scales
- Built a multi-semester CGPA calculator supporting 4.0 (US), 5.0, and HEC equivalence scales with unequal credit hour handling and clean transcript output
- Architected all 159+ tools to run entirely in the browser with zero server-side user data, no accounts, and no sign-up — combining privacy-first design with instant performance and offline capability once cached
- Implemented a WhatsApp channel integration and native OS share sheet for direct result sharing to WhatsApp, Facebook, Telegram, X, LinkedIn, and email — maximizing viral reach for a South Asian audience

JEWEL HEAVEN

[GitHub](#) ↗

Final Year Project — Full-Stack E-commerce Platform for Gold Jewelry

Technologies: React.js, Node.js, Express.js, MongoDB, TailwindCSS, JWT Authentication, Cloudinary, Socket.io

- Developed a responsive e-commerce platform with real-time gold rate updates and token-based authentication
- Implemented Socket.io-powered live chat, scalable product schema with dynamic filtering, and secure multi-step checkout with multiple payment options
- Built interactive catalog with order management, tracking capabilities, and persistent cart management via LocalStorage

SPECIALIZED SKILLS

Data Warehousing

- Implemented star schema and snowflake schema in SQL; created and analyzed data warehouse visualizations using Power BI

Full-Stack Development

- Proficient in MERN stack and Next.js; experience with frontend and backend development, REST API design, real-time systems (Socket.io), and SEO engineering for production deployments

SOFT SKILLS

Strong communication in English and Urdu, teamwork, leadership, problem-solving, project management, and fast adaptation to new technologies.