

# MUDASSIR ASGHAR

Full Stack Developer & SEO Specialist

🌐 [mudassirasghar.dev](https://mudassirasghar.dev) | 📞 +92 336-787-6763 | ✉ [contact@mudassirasghar.dev](mailto:contact@mudassirasghar.dev)  
🌐 [linkedin.com/in/mudassir-asghar](https://linkedin.com/in/mudassir-asghar) | 📄 [github.com/Mudassirdbs](https://github.com/Mudassirdbs)

## SUMMARY

Results-driven Full Stack Developer with 3+ years of experience delivering fast, scalable, SEO-optimized websites for clients across the UK, USA, and the Middle East. Skilled in building production-grade applications with React, Next.js, and Node.js, alongside deep expertise in WordPress development and technical SEO. Comfortable across the full stack, from DNS/server configuration to frontend design and API integration, with a track record of measurable performance and ranking improvements.

## EDUCATION

### The Islamia University of Bahawalpur (IUB)

Bachelor of Science in Computer Science

CGPA: 3.4/4.0 | 6th Semester | Coursework: Data Structures, Algorithms, Database Systems, Software Engineering, Cyber Security, Compiler Design

Expected 2027

Bahawalpur, Pakistan

### Asif Saleem Higher Secondary School

FSc Pre-Medical

Marks: 990/1100 (90%)

Completed

## EXPERIENCE

### Toss — Digital Marketing Agency

Web Developer

Feb 2025 – Oct 2025

Remote

- Engineered scalable, high-performance web applications using **Next.js 14 (App Router)**, **React.js**, and **TypeScript**, implementing **mobile-first responsive design** principles across all product modules.
- Translated **Figma UI designs** into pixel-perfect, production-ready components using **Tailwind CSS v4** and **CSS Modules**, ensuring **cross-browser compatibility** and consistent design system adherence.
- Architected and implemented a **secure authentication system** using **Google OAuth 2.0** with **JWT-based session management**, profile synchronization, and **role-based protected routing**.
- Designed and maintained a **reusable, modular component library** following **component-driven development (CDD)** principles, improving **code reusability**, **maintainability**, and **scalability** across the entire frontend codebase.
- Integrated and consumed **RESTful APIs** for **dashboards**, **user profile management**, and dynamic content rendering, implementing **robust error handling**, **loading states**, and **data validation**.
- Optimized **Core Web Vitals** and overall application performance through **code splitting**, **lazy loading**, **memoization**, and efficient state management using **React Hooks** and **Context API**.
- Collaborated cross-functionally with **backend engineers** for **seamless API integration**, participated in **code reviews**, and followed industry best practices in **clean code architecture** and **accessibility (a11y)**.
- Built and maintained **WordPress websites** for client projects, implementing **on-page and technical SEO strategies** (metadata, site structure, page speed) to support organic ranking and traffic goals.

### RankIF Agency

Full Stack Developer

Jan 2026 – Present

- Work as a **Full Stack Developer** at a digital marketing agency delivering **end-to-end web development and SEO services** to clients in the UK, USA, and Middle East.
- Built the agency's **Next.js marketing site** and a **client-facing project dashboard** ([clients.mudassirasghar.com](https://clients.mudassirasghar.com)) for tracking deliverables and billing.
- Manage client project lifecycles including **WordPress/SEO integrations** layered onto existing **Next.js + headless CMS (Sanity)** stacks.

### Self-Employed

Freelance Web Developer & SEO Specialist

2023 – Present

- Designed and developed **30+ responsive WordPress websites** with custom themes, achieving **40%+ improvements** in page load speed.
- Built and shipped a suite of **embeddable social media tools** (TikTok, Instagram, Facebook, YouTube downloaders and story viewers) using **client-side architectures** and **public API integrations**, deployed as standalone widgets and subdomains.
- Implemented **technical and on-page SEO strategies**, consistently achieving **90+ Google PageSpeed Insights scores** and measurable organic ranking improvements.

- Delivered a full **PRD and technical build plan** for a UK healthcare compliance SaaS platform (**CQC-focused, multi-tenant React/TypeScript + Supabase**), including phased milestones and pricing structure.
- Produced professional **website audits and technical documentation** used directly to win new client engagements.

## TECHNICAL SKILLS

---

**Languages:** HTML5, CSS3, JavaScript, TypeScript, Python, Java

**Frameworks & Libraries:** MERN Stack (MongoDB, Express.js, React, Node.js), Next.js, WordPress, Elementor, Kadence, Vite, Tailwind CSS

**Backend & Infrastructure:** Supabase, Node.js, Vercel, Cloudflare (DNS/WARP), cPanel hosting, Django, REST/RapidAPI integrations

**Tools:** Git, GitHub, VS Code, Figma, Docker, Windsurf/Cursor (AI-assisted development)

**Specializations:** Technical & On-Page SEO, Speed Optimization, Responsive Design, Embeddable Widget Architecture

## PROJECTS

---

### TikTok Downloader

[tk-downloader.mudassirasghar.com](https://tk-downloader.mudassirasghar.com)

*Node.js, Express, TikWM API, Browser-Mimicking HTTP Proxying*

- Built a **third-party extraction + backend stream proxy architecture** using the **TikWM API** to resolve watermark-free MP4, watermarked MP4, and MP3 URLs with video/author metadata.
- Implemented **backend stream proxying** with browser-mimicking headers to bypass **CORS**, plus **automatic retry logic** and an **in-memory download history cache**.

### Instagram Downloader

[insta.mudassirasghar.com](https://insta.mudassirasghar.com)

*React 19, Vite, TypeScript, Tailwind CSS, Node.js, Express, Python, yt-dlp, Instaloader*

- Built a **custom scraping pipeline (Python, yt-dlp, Instaloader)** spawned from a Node/Express backend to extract media, captions, and carousel sidecars, with **cookie-based authentication** to bypass anti-scraping protections.
- Designed **Express API routes** for streaming and CDN proxying to bypass CORS, with a **React 19 + Vite + TypeScript** frontend for previews and downloads.

### Client Ledger Dashboard

[clients.mudassirasghar.com](https://clients.mudassirasghar.com)

*React 19, Vite, Tailwind CSS v4, Supabase*

- Built a **self-hostable dashboard** giving freelancers and agencies a unified hub to manage client accounts, track project milestones, and handle billing.
- Designed a **production-ready data layer** on **Supabase** with **row-level access control** for multi-client billing data.

### Mudassir Asghar Portfolio

[mudassirasghar.dev](https://mudassirasghar.dev)

*React, TypeScript, PostgreSQL, Prisma ORM, Auth.js, Tailwind CSS, Framer Motion*

- Developed a scalable and **SEO-optimized full-stack portfolio and blogging platform** using React, with structured metadata implementation including **Open Graph and JSON-LD** for improved search visibility.
- Built a responsive and accessible frontend using **Tailwind CSS** and **Framer Motion**, achieving **95+ Lighthouse performance and accessibility scores** across desktop and mobile devices.
- Implemented secure **OAuth 2.0 authentication** using **Auth.js** and managed global application state with **Zustand** for scalable and type-safe state handling.
- Engineered a dynamic content management workflow using **MDX** and **Sanity CMS**, enabling reusable React-based blog components and automated **RSS feed generation**.
- Developed a real-time **guestbook system** using **Prisma ORM** and **PostgreSQL** with **cursor-based pagination**, reducing query response time and improving scalability.
- Deployed the application on **Vercel** with **Cloudflare DNS/CDN integration**, improving global page delivery speed and production scalability.