M. SARAAN ASIM

Engineering Lead | Full Stack & AI

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SUMMARY

Engineering lead with 6+ years building AI-driven, cloud-native products in TypeScript (React, Next.js, Node.js, NestJS) and Python. As Senior Team Lead at IKONIC DEV LLC, I lead a 12-engineer pod (engineering-manager scope) across two teams through two Team Leads, owning delivery, technical standards, hiring and the pod's P&L while staying hands-on in architecture and code. I have led the 0-to-1 architecture of six AI and SaaS platforms and delivered 25+ products for clients across the US, GCC and Europe. My AI work covers LLM integration, RAG, AI agents, voice AI and LLM evaluation.

SKILLS

Languages: JavaScript, TypeScript, Python, SQL
Frontend: React, Next.js, Tailwind CSS
Backend: Node.js, NestJS, Express.js, FastAPI, GraphQL, REST APIs, WebSockets, Microservices
AI Engineering: LLM Integration, OpenAI API, RAG, AI Agents, Voice AI Agents (Deepgram, ElevenLabs), LangChain / LangGraph, Vector Databases (pgvector, Pinecone), LLM Evaluation
Cloud & DevOps: AWS, Docker, CI/CD, DevOps
Data & Infrastructure: PostgreSQL, MongoDB, Redis, BullMQ, Supabase, Firebase
Tools & Practices: AI-Assisted Development (Claude Code, Cursor, CodeRabbit), Google Maps API, Git, Testing (Jest, Playwright), System Design
Leadership: Technical Leadership, Mentorship, Hiring, 0-to-1 Architecture, Pre-sales Engineering, Client Engagement

EXPERIENCE

IKONIC DEV LLC *Islamabad, PK*

Senior Team Lead Aug 2026 – Present

- Lead a 12-engineer pod across two teams through two Team Leads, owning delivery, technical standards, client escalations, staffing and the pod's P&L.
- Run hiring loops end to end: interviews, the hiring bar and candidate selection.
- Set the pod's AI-assisted development practice: AI coding tools in daily work, written rules for reviewing AI-generated code, and AI code review in CI (CodeRabbit).
- Developed two engineers into Team Leads, each now running their own team.

Development Team Lead, MERN Aug 2024 – Aug 2026

- Founded and led the Full Stack Division, scaling it into the company's most profitable unit within its first year.
- Directed delivery of 25+ projects for clients across the US, GCC and Europe, establishing engineering standards, monorepo templates and CI/CD pipelines.
- Drove an 80% year-over-year increase in the division's client acquisition through technical leadership, live coding evaluations and pre-sales engineering.
- Led the 0-to-1 architecture of six AI and SaaS platforms (Kynos OS, desi, EverArk, SiftSight, Terravive and FreshPass), establishing foundations and engineering standards before handing them off to delivery teams.
- Led LLM evaluation for AI features on FreshPass, TripTalk and Kynos OS.
- Built internal developer tooling: a commit-author verification system, an n8n-based project-estimate generator and standardized Next.js/NestJS monorepo templates.
- Trained 3 interns into core full-stack developers.

- Led development of Drew Binsky's (travel vlogger) web platform.

Samsoft Technologies *Rawalpindi, PK*
Development Team Lead, MERN May 2023 – Aug 2024
MERN Stack Developer Dec 2022 – May 2023

- Led a team of 4 developers to build Version 2 of Deeplawn, the #1 AI sales platform for lawn care and pest control companies.
- Engineered a reusable, high-performance Google Maps system (polygon rendering, distance mapping, routing and service-area calculation) that resolved a 2-year-old rendering issue and eliminated re-render glitches.
- Authored a technical blog series on the solution that earned 18.2K+ views, a 70% read ratio and recognition from the Google Maps developer community.
- Stabilized Deeplawn Version 1 within 4 months of joining, significantly improving reliability and performance.

Teckrevo *Islamabad, PK*
MERN Stack Developer Jun 2022 – Dec 2022

- Built Dogwood Analytics, a business-intelligence platform with role-based dashboards (Admin, Employee, CSR) delivering real-time sales analytics.
- Developed key modules (Minute Scanner and Historic Calendar) for Market Makers, an AI-driven research platform delivering real-time financial analytics and investment intelligence.

Advanced Insurance Online *Remote (US)*
React Developer (Contract) Nov 2021 – Jul 2022

- React front-end work on contract for a US insurance company.

Independent / Contract *Remote*
Full Stack Developer (Freelance) Aug 2020 – Nov 2021

- Delivered full-stack projects for global clients across fintech and CRM domains.

PROJECTS

Kynos OS - Led the 0-to-1 architecture of a governed six-layer operating system for coaching frameworks, content, an AI coaching companion, growth and analytics: three Next.js frontends and NestJS core-api, companion and worker services on PostgreSQL + pgvector, Redis, S3 and client-owned AWS accounts, with grounded content generation, prohibited-claims guardrails, Stripe billing and GoHighLevel. Phase 1A ships as a 14-week controlled pilot and investor-demo release. *(Next.js, NestJS, AWS, AI/LLM)*

FreshPass - Led the 0-to-1 architecture of an AI beauty-booking platform for salons, barbershops and spas. A Laravel app handles bookings, subscriptions (including Apple in-app purchases) and realtime chat. A FastAPI AI service runs an AI voice receptionist (Deepgram) that books and cancels appointments mid-call, AI hairstyle try-on (StableHair diffusion with face-shape and skin-tone analysis), RAG chatbots for business owners and clients, and AI reel generation. *(Laravel, FastAPI, PyTorch, Voice AI, RAG)*

Deeplawn - Engineered AI lawn measurement and instant quoting for the #1 AI sales platform for lawn care and pest control companies. Integrated an AI model that detects property and lawn polygons, then built the instant-quote flow, an embeddable lead-capture widget, CRM integrations (Pipedrive, Jobber) and the high-performance Google Maps polygon-rendering and routing engine. *(Next.js, NestJS, Google Maps API, AI)*

SiftSight - Architected an AI recruiting platform and talent marketplace with a signal-based matching engine; LinkedIn, identity and credential verification; scored assessments; Kanban hiring pipelines, messaging and interview scheduling; ATS-as-a-service; market-intelligence modules; an admin console; and public APIs. *(Next.js, NestJS, PostGIS, WebSockets, AI/LLM)*

Terravive - Built the initial AI site-intelligence SaaS for architects and landscape professionals. It pulls public site data, analyses site conditions, summarises planning regulations, surfaces risks and next actions, and exports results back into CAD, aiming for a first result in five minutes. *(Next.js, NestJS, Drizzle, LangChain, Three.js)*

desi - Led the 0-to-1 architecture of a consumer safety app that uses calendar and location signals to check in with users over SMS and hand off to Uber or Lyft. It comprises an Expo iOS app with geofencing, push notifications and deep links, a React admin console and Supabase edge functions, built to a fixed 13-week MVP plan for a TestFlight beta. *(React Native, Supabase)*

TripTalk - Built Drew Binsky's AI travel platform: itinerary generation and voice and chat assistants grounded via RAG in his YouTube videos, Instagram posts, blogs and a country knowledge graph, with Stripe payments. *(Next.js, LangChain, Pinecone, Supabase, RabbitMQ)*

ChattyBook - Built an AI-powered, author-first publishing platform that turns manuscripts into e-books, audiobooks and interactive AI companions, with voice narration, AI conversations about the book and multi-language support, so authors earn directly and keep their rights. *(React, Node.js, OpenAI, ElevenLabs, Stripe)*

Laiwyer AI - Led and built a legal research and case-management SaaS for GCC lawyers: jurisdiction-specific hybrid RAG (dense, SPLADE and BM25 retrieval with reranking and corrective RAG) with inline citations, case-scoped Q&A, Arabic and English translation, Stripe tiers and a Google Docs add-on. *(React, FastAPI, LangGraph, Pinecone, GCP)*

Babyology - Led development of a practice-management and EMR backend for a fertility clinic: IVF cycles and protocol schedules, embryology and ultrasound records with DICOM imaging, lab orders, prescriptions, billing and insurance claims, FHIR and Redox health-data exchange, and audit logging. *(NestJS, GraphQL, PostgreSQL, Redis, AWS)*

RevUp - Led development on a mortgage and loan-origination platform, extending the client's existing product: staff and customer portals, a multi-step loan application, document management and mortgage-industry integrations (Mercury, National MI, Candor), running on AWS ECS with SST. *(Node.js, Angular, MySQL, AWS)*

EverArk - Led the 0-to-1 build of a cemetery-management and digital-legacy platform: memorials, burial-plot location on Google Maps, family trees, funeral and donation modules, media, messaging and iOS push notifications. *(React, Node.js, MongoDB, BullMQ, AWS)*

Own Your Finances - Led and built a fintech app with budgeting, virtual savings pockets with round-ups, goal tracking, virtual debit cards (Bond), Plaid bank linking and KYC/AML checks, on a WordPress REST backend with Ionic iOS and Android apps. *(WordPress, Angular/Ionic, Plaid, Stripe)*

15 Fashion - Led a full code audit of a fashion-inspiration platform with a graded architecture assessment, then built the fixes, image library and inspiration boards through to launch readiness. *(Next.js, NestJS, PostgreSQL, AWS S3)*

EDUCATION

Bachelor of Computer Science, SZABIST Islamabad 2018 – 2022

ADDITIONAL

- Building Vectadiff, a preconstruction takeoff and pricing platform for commercial subcontractors. Side projects include Career IQ Pakistan, auto-tester (an AI agent that maps web-app user flows and flags dead ends) and the open-source NexNest monorepo starter.
- Publishes technical articles on LinkedIn.
- Active on LeetCode for data structures and algorithms practice.