

OSMAN JANJUA

Full-Stack Software Engineer

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SUMMARY

Full-stack software engineer with around four years of commercial experience across ad-tech and banking. At WeTrackAds, built both the React/Next.js frontend and the backend data layer for a multi-platform advertising-analytics product; earlier banking experience covers Node.js microservices, REST APIs and role-based access control. Recent projects include a catalogue-constrained LLM application on the Anthropic Claude API and parameter-efficient fine-tuning of a small language model for banking intent classification. MSc Data Science (Distinction).

PROFESSIONAL EXPERIENCE

Software Engineer — WeTrackAds

June 2024 – May 2026

London, United Kingdom

- Built a multi-platform campaign analytics dashboard in Next.js and React that consolidated reporting from Google, Meta and TikTok advertising APIs across 300+ ad accounts for around 130 clients into a single interface, replacing manual spreadsheet reporting for marketing teams.
- Built the backend data layer that authenticated against the Google, Meta and TikTok advertising APIs (handling OAuth token exchange and refresh) and normalised their differing response schemas into a single reporting model.
- Implemented scheduled data ingestion and server-side aggregation so campaign metrics from all three platforms were reconciled into consistent KPIs before reaching the frontend.
- Engineered server-side data fetching and rendering with the Next.js App Router so dashboards loaded pre-populated with campaign data, cutting client-side requests and reducing initial dashboard load time by around 45%.
- Designed date-range filtering, campaign-level breakdowns and comparative reporting views backed by URL-based state and server-side data queries.
- Applied caching and revalidation that cut redundant advertising-API calls by around 60%, easing platform rate limits while keeping campaign reports current.
- Standardised the interface with reusable metric cards, data tables and chart components reused across six internal reporting tools.

Software Engineer — First Abu Dhabi Bank

January 2021 – January 2023

Riyadh, Saudi Arabia

- Built Node.js microservices for an internal MinIO-based object-storage platform handling file upload, retrieval and deletion.
- Implemented API authentication and role-based access control so access to stored resources matched user permissions.
- Developed QR-code encoding and decoding services within a modular internal application.
- Added structured logging and health-check endpoints, improving service monitoring and operational visibility.
- Migrated legacy JavaScript services to TypeScript and helped replace selected Spring Boot functionality with Node.js microservices.
- Wrote Jest unit tests covering critical backend services and API behaviour, reaching around 80% coverage on core storage and access-control modules.

Software Engineer Intern — Emirates NBD

September 2019 – February 2020

Dubai, United Arab Emirates

- Supported feature implementation, debugging and testing for internal banking applications alongside senior engineers.
- Worked within an Agile team, gaining practical experience with software-development and code-review workflows.

SELECTED PROJECTS

Online Admission Systems for Academic Institutions (with Enigma Zero)

Client project via Enigma Zero · Feature developer · apsonline.pk

Developed features for a SaaS admissions platform used by Garrison Cadet College Kohat, Abbottabad Public School and Frontier Scouts Cadet College Warsak. Built student application forms, document-upload workflows, and digitised admit cards and offer letters, plus administrative processes connected to finance, library and store operations.

CaseLink — Dental Case Management & Portfolio Platform

Client project · launching soon

Built a dental case-management and portfolio platform with Payload CMS and Next.js. Designed content relationships between users, cases and media, and implemented role-based access control, account-verification workflows and controlled publication so private case information stayed restricted while approved portfolio content could be shared publicly.

Innerwine — AI-Powered Sommelier Platform

Client project · innerwine.com

Built a wine recommendation platform with Next.js and Supabase. Converted structured user preferences into server-side prompts for the Anthropic Claude API and validated responses against a curated wine catalogue to prevent recommendations for unavailable products. Modelled producer, region and pricing data, integrated the AWIN affiliate network, and scheduled merchant-pricing refreshes every 24 hours with Vercel Cron.

BankAssist Triage — Fine-Tuned Banking Intent Classification (Independent Project, in progress)

Independent project · github.com/usmanumar97/bankassist

Fine-tuning Qwen2.5-1.5B-Instruct on the PolyAI BANKING77 dataset with Hugging Face Transformers and PyTorch to build a banking customer-support intent classifier. Prepared and tokenised the labelled dataset, configured parameter-efficient fine-tuning with PEFT and LoRA, and built an evaluation workflow measuring accuracy, precision, recall and F1. Runs local inference behind a FastAPI endpoint for downstream integration testing.

EDUCATION

MSc Data Science — Middlesex University, London

Distinction

2023 – 2024

BSc Information Technology — Middlesex University, Dubai

First Class Honours

2016 – 2019

AWARDS

- **Winner, Middlesex University Hackathon (MDX 2023)** · github.com/usmanumar97/MDX-2023-Hackathon-Winners
- **Third place, financial-prediction project using LSTM/neural networks** · github.com/usmanumar97/StockPred-v2.0

SKILLS

Languages: TypeScript, JavaScript, Python
Frontend: React, Next.js (App Router, Server Components), Tailwind CSS
Backend: Node.js, FastAPI, Payload CMS, REST API design, microservices
AI & LLMs: Anthropic Claude API, Hugging Face Transformers, PEFT, LoRA, prompt design, response validation
Machine Learning: PyTorch, scikit-learn, model evaluation (accuracy, precision, recall, F1)
Security & Auth: JWT, role-based access control (RBAC)
Databases: PostgreSQL, Supabase
Tools & Deployment: Vercel, Git, Docker, Jest, Postman