

# Syed Muhammad Owais Hassan Zaidi

Applications – Principal Engineer  
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I'm a Senior Principal Engineer at Next Generation Innovations with over 13 years of experience in software development. I specialize in eCommerce solutions, having led Shopify store and theme development for brands like Aya and Amused. From custom Shopify apps to Magento expertise, I bring deep technical skill and a proven track record of delivering high-performing, scalable platforms. Passionate about building seamless user experiences that drive business growth!

## Skills

### Laravel



### Magento



### PHP



### ReactJS



### SQL



### VueJs



## Work Experience

### NextGENi

Applications – Principal Engineer

May 2025 – Present

## Senior eCommerce Developer

### Next Generation Innovations

As a Senior eCommerce Developer at Next Generation Innovations, I specialize in building and optimizing scalable Shopify and Magento solutions. My role involves close collaboration with design, product, and backend teams to deliver high-performance, conversion-focused storefronts tailored to business needs.

- Led a full theme migration between two Shopify themes and implemented advanced customizations on the new theme, ensuring a seamless transition and enhanced user experience
- Spearheaded a complete theme revamp and developed several custom checkout UI extensions, including Google Maps integration, to streamline the purchasing flow and enhance user interaction.

### Projects

#### ● Amused New (Shopify)

Served as a Senior Shopify Consultant for Amused, where I was responsible for migrating theme data between two Shopify themes and implementing various customization's on the new theme.

#### ● Aya (Shopify)

Worked as a Senior hopify consultant was responsible of the complete theme revamp as well as development of several checkout ui extensions including google maps.

### Folio3 (Pvt.) Ltd.

Senior Software Engineer

Aug 2021 – May 2025

Worked as a Magento Developer on one of the largest dental equipment eCommerce platforms in the U.S., where I was responsible for custom module development and ERP integration. Also contributed as a Senior Shopify Developer on multiple projects, delivering custom theme enhancements and store optimizations tailored to client needs.

### Projects

#### ● PureLife Dental (Magento)

Worked as a Magento developer for one of the largest dental equipment online stores in usa responsibilities included modules development and erp integration

#### ● JVNHAIR (Shopify)

Served as a Senior Shopify Developer for Amyris, one of the largest eCommerce groups in the U.S. My responsibilities included Shopify store development, direct client communication, and leading a team of four Shopify developers to deliver high-quality theme enhancements and custom functionalities.

## Next Generation Innovations

### Senior Software Engineer

Jun 2019 – Jul 2021

Worked as Senior Back end PHP Developer responsible for developing and maintaining cutting edge web applications !

#### Projects

- **LightFoot Travel (Laravel / Vue JS)**

Worked as a Backend Developer using Laravel and Vue.js for [Lightfoot Travel](#), a Singapore-based tourism company.

## Technology Ally

### Software Engineer

Mar 2017 – May 2019

Worked as a senior back end PHP developer

#### Projects

- **Enrol Source (Insurance Portal)**

Worked as a Backend Developer for a U.S.-based insurance company, where I was responsible for building and maintaining core application logic using Laravel and CakePHP. My role involved developing scalable backend features, optimizing database performance, and ensuring seamless integration with third-party services to support business operations and customer-facing functionality.

## Aplos Innovations

### Software Engineer

Mar 2016 – Feb 2017

Worked as a Backend Developer focused on API development for mobile applications.

#### Projects

- **iDeliver (Deliver APP)**

Responsible for developing APIs for iDeliver, a UK-based mobile delivery application.

## Tectutive (Private) Limited

### Software Engineer

Sep 2013 – Feb 2016

Worked as a Junior Software Developer on CMS-based projects, primarily using platforms like Joomla and WordPress.

#### Projects

- **GCC Bases CMS Projects On Joomla**

Worked on Joomla based CMS projects for a Dubai based client

## Education

### BCIT

Aug 2009 – May 2013

### NED University

Karachi

## Languages

English