

Usman Ghani

Digital Operations | AI Automation | Full Stack Development | Technical Operations

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🌐 Portfolio: <https://usman-ops.netlify.app>

📄 GitHub: <https://github.com/w3bhub2>

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PROFESSIONAL SUMMARY

Digital Operations and AI Automation professional with over 6 years of operations leadership experience and hands-on expertise in web development, business automation, AI-powered workflows, and digital transformation. Experienced in building production-ready websites, automating business processes, integrating cloud services and APIs, deploying modern web applications, and managing complete digital ecosystems for growing businesses. Strong combination of business operations, technical execution, and problem-solving with a passion for building scalable digital solutions.

CORE SKILLS

Technical Operations • AI Automation • Full Stack Development • Business Process Automation • Workflow Automation • Website Development • REST APIs • Node.js • React • Next.js • JavaScript • TypeScript • Tailwind CSS • Supabase • Cloudflare • Git • GitHub • Netlify • Vercel • Google Analytics 4 • Google Search Console • Zoho CRM • SEO • Project Management • Team Leadership

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, HTML5, CSS3

Frontend: React, Next.js, Tailwind CSS

Backend: Node.js, Express.js

Database: MongoDB, Firebase

DevOps & Cloud: Git, GitHub, Netlify, Vercel, CI/CD

Tools: VS Code, Postman, Figma, Docker (basic), Zoho CRM, Google analytics 4, buffer, Meta Business Suite & Google search Console

AI Tools: ChatGPT, Claude, Gemini, LM Arena, Cursor-style AI development workflows

PROFESSIONAL EXPERIENCE

Digital Operations Lead

MatzHub | 2026 – Present

MatzHub is a live reseller platform founded by Mohammed Zaid, where I lead all digital operations and technical execution.

- Lead digital operations for a live reseller platform founded by Mohammed Zaid.
- Designed, developed, and maintain the complete business website.
- Built AI-powered product and business automation workflows.
- Developed e-commerce automation systems to streamline operations.
- Manage cloud infrastructure, hosting, deployments, and domains.
- Build backend workflows using Node.js, REST APIs, and Supabase.
- Implement automation to reduce repetitive manual work.
- Maintain platform performance, security, debugging, and continuous improvements.
- Support marketing operations and business growth through digital solutions.

Technologies:

Next.js • React • Node.js • JavaScript • Tailwind CSS • Supabase • Cloudflare • GitHub • Netlify • AI Tools • REST APIs

Digital Operations & Automation

Aurum Bespoke | 2025

Led the complete digital transformation for a luxury bespoke tailoring brand.

- Led the complete digital transformation for a luxury bespoke tailoring brand.
- Designed and developed the official business website.
- Managed hosting, deployments, domains, and website maintenance.
- Implemented SEO and technical optimisation.
- Configured Google Analytics and Google Search Console.
- Built CRM workflows and enquiry management systems.
- Managed branding, social media, and digital marketing initiatives.
- Introduced AI-powered workflows to improve business operations.
- Worked directly with stakeholders to execute digital growth strategies.

Technologies:

Next.js • React • Tailwind CSS • Cloudflare • GitHub • Google Analytics • Zoho • AI Tools

Store Manager

House of Sheriff | 2024

- Managed operations of a bespoke tailoring showroom.
- Led a team of 14 members including one master tailor, one designer, and twelve tailors.
- Planned production schedules and delivery timelines.
- Managed customer consultations and order coordination.
- Maintained inventory and daily operational workflow.
- Ensured quality standards and customer satisfaction.

Store Operations Manager

Men's Style

Worked for over six years managing apparel retail operations.

Responsibilities:

- Managed daily retail operations and store performance.
- Led customer service and sales operations.
- Supervised staff scheduling and workflow management.
- Managed inventory and stock movement.
- Maintained operational efficiency and store standards.
- Built strong customer relationships and handled issue resolution.

TECHNICAL PROJECTS

MatzHub Platform

- Built a production-ready reseller platform.
- Developed AI-powered automation workflows.
- Built e-commerce automation systems.
- Implemented cloud deployment and backend integrations.
- Designed scalable business workflows.

Aurum Bespoke Website

- Developed a premium luxury tailoring website.
- Implemented responsive UI and SEO.
- Integrated analytics and CRM workflows.
- Optimised website performance and user experience.

Personal Portfolio

- Built a responsive portfolio using Next.js and Tailwind CSS.
- Showcases technical projects and professional experience.
- Implemented automated deployment using GitHub and Netlify.

2048 Chaos

- Built a modern version of the classic 2048 game.
- Developed using React, TypeScript, and Tailwind CSS.
- Currently expanding into a custom game engine.

EDUCATION

Bachelor of Commerce (B.Com)

Sri Siddhartha First Grade College (SSFGC)

ADDITIONAL INFORMATION

- Open to Technical Operations, AI Automation, Full Stack Development, Solutions Engineering, and Digital Operations roles.
- Available for remote, hybrid, and onsite opportunities.
- Interested in international opportunities.