

HAMZA RIAZ

Full-Stack Engineer | Founder @ Chroma Div Location: Punjab, Pakistan | **Email:** say@hihamza.com | **Portfolio:** hihamza.com

PROFESSIONAL SUMMARY

Performance-driven Full-Stack Developer and Systems Architect with a focus on **AI Automation** and **Premium E-commerce**. Proven track record of managing large-scale data systems (39,000+ products) and building autonomous AI agents that drive measurable ROI. Founder of **Chroma Div**, a digital agency specializing in high-speed web tech and algorithmic growth.

CORE COMPETENCIES

- **Engineering:** Next.js, React.js, Tailwind CSS, Shopify Liquid, Python.
- **AI & Automation:** LLM Prompt Engineering, Vapi.ai, Supabase, n8n/Zapier.
- **E-commerce:** Large-scale Shopify catalog management, Custom Theme Dev, CRO.

PROFESSIONAL EXPERIENCE

Founder & Lead Engineer | Chroma Div Jan 2026 – Present

- Established a digital agency providing high-speed web development and AI integration services.
- Designed and deployed **LeadFlow Intelligence**, an AI-powered lead qualification agent for real estate firms.
- Architected a **Dynamic Pricing Engine** for international mobility, optimizing real-time transit logic.

Shopify Developer & Operations Manager | Ziia Online (UK) Jan 2026 – Present

- Managing technical infrastructure for a UK-based clothing brand with over **39,000 product rows**.
- Optimizing Shopify Liquid code to maintain high performance across massive inventory datasets.

Virtual Assistant | Be Well Health Solutions *Jan 2026 – Present*

- Coordinating employee training systems and automating backend workflows for health solutions.

SELECTED PROJECTS

- **SmartServe Packaging:** Developed a premium, sustainable e-commerce storefront on Shopify.
- **LeadFlow Intelligence:** Built a full-stack AI agent dashboard using Next.js and Supabase.
- **Abidjan Mobility Project:** Engineered real-time demand analysis and route optimization logic.

EDUCATION

- **Bachelor in Software Engineering**