

Muhammad Ikram

Urdu, Punjabi Consultant, Localization Expert
(15+ years of professional experience)



+923112127744

ikram.bhullar@gmail.com

<https://www.linkedin.com/in/mohammad-ikram-34386936/>

Lahore, Pakistan



Strategic Localization Leader & Linguist with 20+ years of experience driving digital adoption in emerging markets. Expert in diagnosing systemic localization failures for global platforms, including **Windows, Android, and Meta**. Thought leader behind the **Linguistic Puritanism** and **Purist Localization** frameworks, specializing in dismantling structural industry barriers to create technology that feels natively intuitive for billions of users.

Languages

PUNJABI	NATIVE
URDU	NATIVE
ENGLISH	EXCELLENT

CAT and PM Tools

SDL Trados Studio

Microsoft' Loc Studio

Google Translation Toolkit

Twitter Translation CAT

Facebook CAT

Moravia's Symfonie

Welocalize Vendor portal

LionBridge's Gemini

SKILLS

Translation/Localization

MTPE/AI Trainer

Voice over

Subtitling/CC

Linguist Trainer

Project Management

Recent

- 2025 - **Language Specialist at Spotify**
Leading localization of Spotify in Punjabi as a language specialist
- 2024 - **Language Coordinator at CreatorGlobal**
Language Coordinator for Urdu at **CreatorGlobal**, MrBeast's company
- 2018 – 2021 **Urdu Language Consultant at FACEBOOK APAC**
Led the strategic revision of linguistic assets, serving as the blueprint for localization frameworks across Indic and global emerging markets.

Previous

- 2010 - 2011 **Human Rights Commission of Pakistan (HRCP)**
I was editor of Monthly magazine of HRCP
- 2011 – 2012 **Target Language Expert at AVANT ASSESSMENT**
Being a **TLE** my work included creation of authentic (culturally and linguistically valid language) passages both in written and spoken language.
- 2012 - 2015 **Localization of Microsoft Products**
Worked on the localization of **Microsoft** Products, Windows 8 and Office 365
- 2015 - 2018 **Team Lead for Google Product Localization**
Led three teams for **Google** Product localization as a lead linguist