

PROFESSIONAL SUMMARY

Senior software engineer with 5+ years of experience turning business requirements into production-ready digital products. I build custom WordPress platforms, SaaS applications, ecommerce systems, and API-driven web experiences using PHP, JavaScript, TypeScript, React, Next.js, Node.js, and NestJS. My work combines product thinking, technical architecture, responsive UX, performance, deployment, and long-term maintainability for teams across the USA, UK, UAE, and international markets.

CORE EXPERTISE

WORDPRESS ENGINEERING	Custom themes, custom plugins, WooCommerce, Gutenberg, ACF, REST APIs, custom post types, membership systems, performance, security
FRONTEND	JavaScript, TypeScript, React, Next.js, Tailwind CSS, SCSS, responsive UI implementation, accessibility
BACKEND	PHP, Node.js, NestJS, Prisma, PostgreSQL, MongoDB, API design, role-based workflows, multi-tenant architecture
DELIVERY	Git, CI/CD, Coolify, Vercel, Hostinger, Stripe, analytics, GTM, GA4, technical SEO, Core Web Vitals

PROFESSIONAL EXPERIENCE

Devs Mates

Founder & Product Engineer
2026 to Present

Product development and engineering partnerships

- Lead product discovery, architecture, development, deployment, and ongoing iteration for startup and business platforms.
- Build SaaS products, custom WordPress systems, web applications, and acquisition experiences around measurable business requirements.
- Use AI-assisted research, prototyping, testing, and debugging to accelerate delivery while maintaining engineering standards.

Japrox Host

Team Lead
2025 to Present

Technical strategy and delivery leadership

- Lead website infrastructure and WordPress and full-stack projects from scoping through production delivery.
- Implement deployment workflows, security practices, performance improvements, and maintainable development standards.
- Support scalable hosting, ongoing maintenance, and technical decision-making across active products.

Gubloo Technologies

Senior Software Engineer
2021 to 2025

WordPress and full-stack product engineering

- Developed custom WordPress themes, plugins, property platforms, multilingual websites, and business applications for international clients.
- Built search and filtering systems, CMS integrations, dynamic Next.js routes, reusable interfaces, and performance-focused frontend architecture.
- Integrated CRMs, payments, analytics, and third-party APIs, then supported products through deployment and long-term maintenance.

Recrovia

2026

RECRUITMENT TECHNOLOGY PLATFORM

Architected a modular recruitment platform with candidate and employer accounts, role-based dashboards, job posting, search, profiles, messaging, scheduling, and interview workflows.

WordPress / PHP / JavaScript / Custom Plugins / REST APIs

jobportal.devsmates.com

AccountTrail

2026

ACCOUNTING SAAS PLATFORM

Built a responsive accounting product connecting invoicing, bills, expenses, reporting, clients, tax-aware records, and multi-currency workflows for freelancers and small businesses.

Next.js / TypeScript / Tailwind CSS / SaaS

accounttrail.com

Project A

2026

MULTI-TENANT CRM PLATFORM

Engineered tenant-aware organizations, roles, dashboards, reports, CSV imports, APIs, trials, Stripe subscriptions, and verified webhook-driven billing workflows.

Next.js / NestJS / PostgreSQL / Prisma / Stripe

Code Nation LLC

2026

AGENCY PLATFORM & ACQUISITION EXPERIENCE

Developed a component-led Next.js platform that turns a broad engineering offer into a focused white-label agency partnership and discovery journey.

Next.js / React / Tailwind CSS / JavaScript

codenationllc.com

Luxsquare Properties

2024

REAL ESTATE PLATFORM & PERFORMANCE REDESIGN

Rebuilt property discovery, Buy and Rent journeys, search, filters, responsive layouts, SEO foundations, and lead paths. Improved GTmetrix from 14 to 81 and PageSpeed from 54 to 86.

WordPress / ACF / JavaScript / Next.js

Vistex

2025

HEADLESS FRONTEND ENGINEERING

Implemented reusable components, dynamic routes, and an API-driven content model that lets editors manage content independently from the frontend delivery layer.

Next.js / ButterCMS / JavaScript / Headless CMS

vistex.com

EARLIER EXPERIENCE

iCreativez, Intern Software Developer, 2018. Supported frontend implementation, functional testing, and quality assurance activities.

EDUCATION

BS Information Technology

Sindh Agriculture University

2016 to 2020

HEC recognized

WORKING APPROACH

Understand the business and users. Architect workflows, data, and system boundaries. Build maintainable components. Optimize UX, performance, accessibility, and SEO. Ship, monitor, and iterate.