



ABDULHADI ALTURAFI

Digital Transformation Leader & AI Engineer

Digital Transformation Leader with 4+ years' experience architecting AI-driven SaaS and web solutions for retail and manufacturing sectors. Proven track record of managing full-stack teams (Next.js, Laravel), deploying Microsoft Dynamics 365 across 40+ branches, and automating business processes to reduce manual workload by up to 30%. Skilled in AWS infrastructure, n8n workflow automation, and agile project management to deliver high-impact digital initiatives on time and under budget.

Experience

2025

Digital Transformation Manager

MHG Trading CJSC

- Led end-to-end SaaS platform development (branded "MHG GPT") on AWS, integrating Bedrock LLM to support 200+ internal users and reducing response time by 40%.
- Rolled out Microsoft Dynamics 365 CRM & ERP across 40 branches (incl. China & Spain), driving a 25% decrease in order-to-invoice cycle via automated workflows.
- Designed and deployed n8n automation pipelines for procurement and inventory, eliminating 150+ manual hours per month.
- Managed a cross-functional team of 6 developers, using Agile framework to deliver 8 major releases in 7 months.

2022

-

2024

Full-Stack Developer

MHG Trading CJSC

- Built and maintained customer-facing portals using Next.js & Laravel, achieving 99.9% uptime and 20% faster page loads through code-splitting and caching.
- Integrated PayPal & Stripe gateways, processing \$1M+ in transactions annually with zero downtime.
- Automated email campaigns via MailChimp API, boosting engagement by 35% and generating 15% more repeat orders.
- Collaborated with UX designers to implement responsive UI/UX across desktop and mobile, increasing mobile conversion rate by 18%.

2021

-

2022

Web Developer

MHG Trading CJSC

- Developed and launched 10+ corporate websites (e.g., [illustlighting.com](#), [hatchsanitary.com](#)) using PHP, MySQL, and WordPress—improving SEO traffic by 30%.
- Implemented multilingual support (EN, ES, AR, CN) in Laravel-based site, expanding market reach to Spanish and Chinese customers.
- Created custom Filament admin panels for product & article management, reducing content-publishing time by 50%.

Contact

Phone

055-609-6364

Email

alhadi@alxai.com

Portfolio

<https://alxai.com>

Education

PMP

Google
2024

CS50 | AI Engineering

Harvard X
2023

Skills

- Problem-solving
- Adaptability and flexibility
- Attention to detail
- Multitasking
- Lean six sigma
- Self motivation
- Data analytics

Certifications

- Master in Laravel
- Master Microsoft Excel
- Leadership & followership