

# ATHEEQ R

PHP Developer | E-commerce

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## Objective

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**Experienced E-Commerce Developer** with 4+ years in building scalable, high-performance platforms using PHP, Magento, Shopify, Laravel, and WordPress. Strong **communication**, **problem-solving**, and **analytical** skills, with a proven ability to optimize performance and user experience. Collaborative team player with leadership experience, leveraging expertise in PHP, MySQL, JavaScript, cloud technologies, and DevOps to drive business growth.

## Professional Experience:

### **E-Commerce Developer:** Samha Trading LLC, Dubai, UAE | **September 2022 – Present**

- Led the migration of Magento Cloud from v2.3.3 to v2.4.5, improving site performance by **40%** and enhancing user experience, resulting in a **15% reduction** in bounce rate.
- Spearheaded development of high-traffic, performance-optimized eCommerce websites, reducing page load times by **30%** through advanced PHP, Laravel, Magento 2, and WooCommerce optimizations.
- Created and implemented RESTful APIs for seamless front-end and third-party service integrations (Stripe, PayPal, Razorpay), increasing payment conversion rates by **20%**.
- Integrated **Redis** and **Varnish** for caching, reducing server response times by 30% and enhancing overall site speed.
- Enhanced SEO through custom optimizations, achieving a **20% increase** in organic traffic.
- Deployed **AWS** and **Docker**, improving cloud-based scalability and ensuring **99.9% uptime** during high-traffic periods.
- Streamlined **MySQL** queries and optimized database schema, reducing data retrieval times by **25%** and improving site performance.
- Integrated marketing tools like **WhatsApp**, **Facebook Pixel**, and **Google Analytics**, increasing marketing ROI by **30%** and refining customer targeting.
- Ensured high code quality through **unit testing** with **PHPUnit** and **Selenium**, reducing post-deployment bugs by **30%**.

### Key Projects:

**Rasasi Perfumes:** Enhanced SEO and site performance, driving a **15% increase** in organic traffic and reducing bounce rate by **20%**. [Website](#)

**Talis Fashion:** Improved online bookings by **25%** through system optimizations, enhancing user experience. [Website](#)

**Pixishoot Studio:** Improved booking system, increasing conversions by 25%. [Website](#)

**NDS Investments:** Established a multi-brand eCommerce site, leading to a **30% increase** in conversions through better UX/UI and accessibility features.

### **Software Engineer:** ATT Systems Group, Singapore | **Mar 2020 — Sep 2022**

- Maintained and Enhanced **Magento**, **PHP**, and **ASP.NET** applications, reducing downtime by **40%** and improving site stability.
- Initiated and integrated **REST APIs** for smooth data synchronization between services and external platforms, improving data flow by **35%**.
- Improved **Magento** performance by refining **database queries**, reducing server load by **20%** and response times by **15%**.

- Automated product updates and integrated ERP systems using CSV, improving product update accuracy and reducing manual effort by **40%**.

#### Key Projects:

**Maintenance Management System** (LTA Singapore): Developed an equipment management system, enhancing asset tracking efficiency by 30% and reducing manual tracking errors by 25%.

**Doctor Natures eCommerce Platform**: Upgraded platform performance, improving uptime by 15% and increasing sales conversions by 20%. [Website](#).

### Software Engineer: ATT Systems Group, India | Jan 2015 — Jan 2019

- Developed **real-time highway traffic management solutions (HTMS)** using **ASP.NET**, **SQL Server**, and **Android Studio**, reducing traffic congestion by **30%** and improving traffic flow.
- Led cloud deployments, enhancing system scalability and reliability by **50%**, ensuring **99% uptime** during high-traffic periods.
- Built a **web-based queue management system**, reducing client wait times by **20%** and improving operational efficiency.

#### Key Projects:

**Highway Traffic Management System** (HTMS): Established a system for IRB/NHAI, improving traffic monitoring and response times by 30%.

**Electronic Queue Management System** (EQMS): Streamlined booking and patient flow in ESIC hospitals, reducing wait times by 20% and improving patient satisfaction by 25%.

### Technical Competencies

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- **Languages:** PHP, JavaScript (TypeScript, jQuery), HTML5, CSS3
- **Frameworks:** Laravel, Symfony, CodeIgniter, Bootstrap
- **eCommerce Platforms:** Magento 2, Shopify, WooCommerce, WordPress
- **Cloud & DevOps:** AWS, Azure, Docker, Kubernetes, Jenkins, GitLab
- **Web Technologies:** Apache, Nginx, SOAP, JSON, XML
- **API Development:** RESTful APIs, JWT, Postman, Webhooks
- **Databases:** MySQL, PostgreSQL, MongoDB, Redis
- **Version Control:** Git, GitHub, GitLab
- **Performance Tools:** New Relic, Lighthouse, Xdebug
- **Testing:** PHPUnit, Selenium
- **Security:** OAuth, JWT, SSL/TLS, GDPR
- **Payment Gateways:** Stripe, PayPal, Authorize.net, Braintree
- **SEO & Marketing:** Google Analytics, Google Tag Manager, Klaviyo

### Education

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**Bachelor of Engineering in Computer Science**  
MVJ College of Engineering, Bangalore | 2014  
**University:** Visvesvaraya Technological University

**Diploma in Computer Science & Engineering**  
SJM University, Karnataka | 2010  
**University:** Directorate of Technical Education

### Declaration

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I hereby declare that the information provided is accurate to the best of my knowledge.

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