

PROFILE

Senior Full-Stack Engineer with 10+ years’ experience in Magento 2, Shopify Plus, and AWS-based platforms. Specialized in cloud-native architectures, microservices, and API-driven integrations — delivering 40% faster operations, 30% higher ROI, and leading cross-functional teams on enterprise-scale projects.

TECHNICAL SKILLS

Languages & Frameworks: PHP 8, JavaScript (ES6+), TypeScript, C#, ASP.NET Core, Laravel, Symfony

E-commerce: Magento 2 (Commerce & Cloud), Shopify Plus, WooCommerce, WordPress

Cloud & DevOps: AWS (ECS, Lambda, API Gateway, RDS, CloudFront), Docker, Kubernetes, Jenkins, Terraform, GitHub Actions, CI/CD pipelines

Databases: MySQL, PostgreSQL, MongoDB, Elasticsearch, DynamoDB

Testing: PHPUnit, Jest, Cypress, Postman, JMeter

Analytics & Monitoring: GA4, GTM, New Relic, Datadog, Grafana

Integrations & APIs: REST, GraphQL, Webhooks, Stripe, PayPal, Razorpay, Apple Pay, Grubtech, Supy, Xero, Revel POS, Aramex

EDUCATION

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

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

WORK EXPERIENCE

Knoops – Dubai | Senior Software Engineer | Jan 2025 – Present

- Customized Shopify Plus themes with Liquid and responsive CSS → improved mobile UX and raised conversion by 18%.
- Resolved GraphQL checkout failures on UAE checkout by debugging JavaScript and intercepting API requests → restored complete transaction flow.
- Engineered webhook-driven sync between Supy and Revel POS → maintained real-time stock accuracy across online and in-store channels.
- Automated Revel–Xero–Supy data pipelines → eliminated manual reconciliation, saving ~20 hours/month.
- Developed Grubtech integration with Talabat/Noon/Deliveroo → enabled seamless aggregator → POS order flow.
- Automated Stripe invoicing pipelines → reduced billing errors by 35%.
- Integrated Gorgias with Shopify CRM → improved SLA compliance by 25%.

NDS Investments – Dubai | Senior Software Engineer | 2025–Dec 2025

- Led multi-brand Shopify Plus customization with scalable Liquid components → boosted conversion by 18% across 5 brands.
- Architected Grubtech middleware for aggregator (Talabat/Noon/Deliveroo) integration → enabled real-time order sync, reducing manual errors by 40%.
- Automated multi-region reporting pipelines (Revel, Supy, Xero) → improved finance & inventory accuracy across 3 geographies.
- Optimized frontend/backend performance using Cloudflare CDN, Redis caching, W3 Total Cache → achieved Lighthouse score 90+.
- Designed Elementor + calendar API booking workflows → reduced booking time by 50%.
- Implemented GA4 + GTM data layer for e-commerce funnels → enabled campaign-level ROI tracking.
- Standardized SKU/GRN templates and barcode mapping → improved ERP readiness and reduced mismatches.

Samha Trading LLC – Dubai | Senior E-commerce Developer | Sept 2022– Dec 2024

- Migrated Magento Cloud to v2.4.5 with Redis/Varnish caching → cut page load time by 30%.
- Integrated multi-payment gateways (Apple Pay, Tabby, Payfort) and Aramex shipping API → streamlined checkout and delivery.
- Built CLI automation tools in PHP/Node for bulk product import/export → reduced SKU onboarding effort by 40%.
- Enhanced GA4/GTM campaign attribution → improved marketing ROI by 30%.
- Deployed multi-store Magento environment with region-specific configs → expanded reach across MENA markets.

ATT Systems Group – Singapore & India | Software Engineer | 2015–2022

- Engineered biometric authentication & payment APIs → deployed in public infrastructure and hospitals.
- Refactored monolithic .NET/Java apps into microservices → boosted scalability by 50%.
- Implemented CI/CD pipelines with Jenkins + Git hooks → reduced deployment from 1 day → 30 mins.
- Delivered traffic and patient management platforms (LTA, hospitals) → scaled to thousands of daily transactions.

PROJECTS

- Pixishoot Studio: Migrated & optimized Magento with Redis/Varnish → improved site speed by 30%.
- Talis Store (Magento): Migrated & optimized with Redis/Varnish → improved site speed by 30%.
- LTA Queue Management (Singapore Gov): Refactored LTA Queue Management into microservices and integrated biometric APIs → improved scalability by 50%.
- Other Projects: NDS, Calla Couture, Ayeque, IWYL, Rasasi Perfumes, HTMS, EQMS, Doctornatures.

KEY ACHIEVEMENTS:

- Delivered **15+ enterprise-scale** e-commerce & government platforms across UAE, Singapore, and India.
- Scaled Shopify/Magento platforms to handle **20K+ monthly orders** with high uptime.
- Increased conversion by up to **18%** through mobile-first UX & checkout optimization.
- Reduced deployment time from **1 day** → **30 minutes** via CI/CD pipelines (Jenkins, GitHub Actions).

CERTIFICATIONS

- Agile/Scrum Certification
- AWS Certified Solutions Architect – Associate (*Expected 2025*)
- Magento 2 Certified Professional Developer (*Planned 2025*)