Syed Ali Mujtaba Shah

Software Engineer - Laravel | React Native | WordPress | React JS | Team Lead

Executive Summary

Senior Software Engineer and Full Stack Developer with **8+ years** of experience in building, scaling, and **leading** development of enterprise-grade web, mobile, and cloud platforms. Proven track record of **team leadership** (led cross-functional teams of 15+ engineers, designers, and QA), **system architecture design**, and delivering high-quality software aligned with business goals. Adept in modern **technologies** including Laravel, React, React Native, and AWS, with a passion for creating scalable solutions and driving projects from conception to success. Combines deep hands-on technical expertise with strong leadership and mentoring skills, ensuring robust development practices, on-time delivery, and significant business impact.

Core Technical Skills

- **Backend:** PHP (Laravel), Node JS, MySQL, RESTful API development, Payment Gateway Integration (Stripe, PayPal)

- **Frontend:** JavaScript (ES6+), React, Redux, HTML5, CSS3, Responsive Design

- **Mobile:** React Native (Android & iOS), Native app deployment, Push Notifications, Firebase

- **Cloud:** AWS (EC2, S3, RDS), Serverless Concepts, Scalability & Load Balancing

- **DevOps:** Containerization (Docker), CI/CD Pipelines (GitLab CI, Jenkins), Version Control (Git)

- **CMS:** WordPress (Custom theme and plugin development), Headless CMS integration

Professional Experience

Development Team Lead – EzeAD Media Group Inc., Bahawalpur, Pakistan *(June 2025 – Present)*

- **Leading** a cross-functional development team of 15+ (backend, frontend, mobile, QA, content, SEO), overseeing architecture design, code reviews, and agile delivery for multiple digital platforms.

- Spearheading the implementation of internal systems and best practices, including designing a company-wide **HRMS platform** to streamline HR workflows and improve employee onboarding and data management.

- Integrating **AI-driven fraud detection and content optimization** features into products, enhancing the quality and security of the company's online marketplace services.

- **Project Highlight:** Led the development of a **React Native mobile marketplace app** for EzeAD's global classifieds platform, enabling secure buying/selling across 100+ cities. The app reached **10,000+ users in its first 6 months**, boosting user engagement and trust (achieved a 4.8★ average rating).

Full Stack Developer (Laravel & React Native) – MyTechPal, London, UK *(Feb 2022 – Present, Remote)*

- Developing and maintaining full-stack web and mobile applications for international clients, using **Laravel** (backend APIs) and **React/React Native** (web and mobile frontends) to deliver end-to-end solutions.

- Collaborating with UK-based stakeholders and distributed teams to gather requirements, plan sprints, and ensure timely delivery of high-quality software under Agile methodologies.

- Implementing **CI/CD pipelines** and DevOps practices (Docker, automated testing) to improve deployment reliability and speed across multiple projects.

- **Project Highlight:** Developed a **Laravel-based HR & Payroll Management System** for a mid-sized enterprise client, managing data for **500+ employees** across 3 countries. The system automated payroll and HR workflows, reducing processing time by **40%** and eliminating manual data errors.

Senior Web & Mobile App Developer – Pixart Pte. Ltd., Singapore *(Jan 2023 – Jun 2025)*

- Developed and maintained **complex web applications** and native mobile app features for a variety of clients in Asia and the UK, primarily using Laravel/PHP on the backend and React/JavaScript on the frontend.

- Worked closely with designers and content teams to translate creative concepts into **responsive, high-performance websites**, ensuring an optimal user experience and adherence to modern UI/UX standards.

- Integrated third-party services and **payment gateways (Stripe, PayPal)** into e-commerce and corporate websites, enabling secure transactions and expanding client business capabilities online.

- **Project Highlight:** Engineered a **multi-tenant e-commerce platform** on Laravel for a regional retail chain, supporting **50,000+ monthly visitors** and **5,000+ products**. This platform included a custom CMS and inventory system, and its launch increased the client's online sales by **30%** within a year.

Full Stack Web Developer – Syntax Software House, Bahawalpur, Pakistan *(Mar 2021 – Jan 2023)*

- Built dynamic full-stack web applications for local and international clients, using **Laravel** for backend development and modern JavaScript frameworks (React) for rich, interactive frontends.

- Participated in all stages of the project life cycle, from requirements gathering and technical design to implementation, testing, and deployment, following Agile/Scrum workflows.

- **Project Highlight:** Developed a **cross-platform mobile application** in React Native for a healthcare startup, enabling online appointment booking and telemedicine services. The app achieved **5,000+ downloads** and a 4.5★ rating, significantly improving patient engagement and reducing appointment scheduling time by 60%.

Data Analyst – Service Sales Corporation (Pvt.) Ltd., Bahawalpur, Pakistan *(Feb 2017 – Apr 2021)*

- Analyzed large volumes of retail sales and inventory data (from 200+ store locations) to generate actionable insights for improving product assortment, pricing, and supply chain efficiency.

- Created automated **dashboard reports and data visualizations** to support senior management in strategic decision-making, leading to improved sales forecasting

accuracy and inventory cost reductions.

- **Project Highlight:** Developed a **React Native mobile analytics app** for regional managers to monitor real-time store performance. This internal app provided on-the-go sales and inventory metrics across all outlets, cutting down manual reporting time by **50%** and enabling faster decision cycles.

PHP Web Developer (Laravel) – The Art Valley, Lahore, Pakistan *(Mar 2017 – Feb 2021)*

- Developed and maintained a range of web projects for a creative agency, including content-rich websites and custom web applications, primarily using **Laravel** and MySQL on the backend.

- Collaborated with designers and artists to implement pixel-perfect, **responsive web interfaces**, and integrated content management features for easy updates by non-technical staff.

- **Project Highlight:** Created an **online art marketplace** platform in Laravel that allowed independent artists to showcase and sell artwork. The platform supported **secure online payments** and user accounts, enabling The Art Valley to expand its community to **1,000+ artists and buyers** and generate a new revenue stream.

Web Developer – Micro Techsoft, Bahawalpur, Pakistan *(Apr 2016 – Mar 2017)*

- Built and tested websites and web applications for small business clients using **PHP** (Laravel) and JavaScript, ensuring solutions were tailored to client needs and delivered within tight deadlines.

- **Project Highlight:** Developed a **React Native mobile event management app** for a local events company, enabling digital invitations, attendee check-ins, and feedback collection. The app was used in **50+ events**, enhancing attendee engagement and streamlining event logistics for the client.

Web Developer – BAM Techsoft, Bahawalpur, Pakistan *(Feb 2015 – Apr 2016)*

- Assisted in the development of web projects as part of a startup team, gaining hands-on experience in **PHP/Laravel** development, database design, and front-end scripting.

- **Project Highlight:** Co-developed a **customer relationship management (CRM) web application** for a local retail client using Laravel. The system organized customer data and automated follow-ups, leading to a **25% improvement** in customer retention for the

client.

Education

The Islamia University of Bahawalpur – Master of Computer Science (MCS), 2013 – 2015
 (Graduated with comprehensive coursework in software engineering, algorithms, databases, and project management.)

Tools & Technologies

- **Version Control & CI/CD:** Git (GitHub, GitLab), Docker, Jenkins, GitLab CI

- **Collaboration & Agile:** Jira, Trello, Slack, Agile/Scrum methodology

- **Development Tools:** Visual Studio Code, Android Studio, Xcode, Postman

- **Additional Tech:** HTML5, CSS3, Bootstrap, JSON/XML, Linux/Ubuntu environment, MQTT (IoT)

Languages

- **English:** Full Professional Proficiency

- **Urdu:** Native/Bilingual Proficiency

Interests & Continuous Learning

- **Open Source & Community:** Active contributor to open-source (published a Laravel package for exception alerts) and participant in developer communities and forums.

- **Continuous Learning:** Passionate about keeping up-to-date with emerging technologies; regularly completes online courses and certifications to expand skill sets (recent focus on cloud architecture and AI/ML integration).

- **Tech Leadership:** Enjoy mentoring junior developers and reading tech blogs/books (e.g., on system design and clean code) to continually refine leadership and engineering best practices.