VIVEK SHAH

Sr. FullStack Engineer / FullStack Technical Lead

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Portfolio: https://vivek-shah-709462.github.io/portfolio
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Summary

Dynamic and results-driven Senior Laravel/PHP Developer with over 14 years of experience in designing, developing, and maintaining web applications. Proficient in leveraging the Laravel framework to build scalable, high-performance solutions that meet client needs. Strong expertise in Backend technologies like Laravel / PHP, MySQL, MongoDB, PostgreSQL, Node.js, Python, RESTful APIs, and modern front-end technologies like HTML/CSS, Bootstrap, Core JavaScript(Vanilla JS), jQuery, AJAX, VueJS, ReactJS, AlpineJS, Angular, Express. Proven ability to work with cross-functional teams, lead projects & small to medium-sized teams with efficiency, through, effective communication, team-playing, ownership-taking, mentorship, leadership where necessary, prioritizing achievement of set business goals within tight deadlines.

Education

Hemchandracharya North Gujarat University, Patan, Gujarat

- Bachelor of Computer Engineering • L. C. Institute of Technology • Mehsana, Gujarat (05/2008)
- Distinction 75% in 8th Semester (Practical with coding/testing).

Shri Narayan Guru Vidyalaya

- Science, H.S.C. Board Exam • Ahmedabad, Gujarat (05/2004)

Shree Sahajanand Secondary School

- S.S.C. Board • Ahmedabad, Gujarat (05/2002)
- Distinction with 80% in S.S.C. Board Exams

Technical (Hard) Skills

- Programming languages (PHP, JavaScript, Python, Node.js, HTML, XML, XHTML, SAML)
- Frameworks (Laravel, React, Vue, Angular, AlpineJS)

- Frameworks' Packages (Laravel/Livewire, Laravel/Filament, Python/Flask, Python/Django)
- Database management (MySQL, MongoDB, PostgreSQL, SQLite)
- Tools and software (Git, Docker, JIRA, Github, Bitbucket, Sonarcloud)
- Web development (HTML, CSS, JavaScript)

Soft / Inter-personal Skills

- Time management and strategic prioritization for self and team
- Ability to thrive in and lead teams through fast-paced, agile environments
- Consistently met and exceeded performance targets and project deadlines
- Meticulous, detail-oriented development to deliver superior user experiences
- Maintained composure and provided clear direction under high-pressure situations
- Demonstrated strong analytical and creative problem-solving skills
- Mentored junior and mid-level developers, fostering skill growth and career development
- Articulated complex technical concepts to non-technical stakeholders and clients
- Led and facilitated productive technical discussions and architecture planning sessions
- Proven ability in conflict resolution and building consensus within teams
- Actively practiced giving and receiving constructive feedback to drive continuous improvement

Experience

Rishabh Software Pvt. Ltd. (Vendor Contractor)

Fullstack Technical Lead, Vadodara, Gujarat   (09/12/2024 - 17/07/2025)

Code Review & Quality Assurance:

- Conduct rigorous code reviews for the development team, enforcing adherence to PHP standards (PSR-4 to PSR-12) and Laravel (8.x+) best practices to maintain clean, scalable, and maintainable code.
- Optimize SQL queries (MySQL/PostgreSQL) for performance, ensuring efficient database interactions (e.g., indexing, query structuring, avoiding N+1 issues via eager loading).
- Guide and mentor the Dev team for performance-driven improvements, leveraging Laravel's built-in functions (e.g., collections, queued jobs, caching) to reduce redundancy and enhance execution speed.
- Enforce modular, SOLID-compliant architecture while identifying opportunities to refactor legacy code or replace custom implementations with optimized Laravel features.

Technical Guidance Provision:

- Provide hands-on technical mentorship to developers, assisting in debugging, architecture decisions, and overcoming roadblocks (e.g., latency in Amazon Workspace, credential bottlenecks), ensuring minimal workflow disruption.
- Align team focus with business objectives by prioritizing high-impact tasks, clarifying requirements, and fostering accountability in remote/hybrid environments.
- Drive problem-solving under constraints (e.g., slow/client-controlled systems), adapting workflows to maintain productivity and morale despite external hurdles.
- Cultivate a dedicated, self-sufficient team culture through code reviews, 1-on-1 coaching, and knowledge-sharing sessions on Laravel, SQL optimization, PostgreSQL Tools Usage Guidance, DevOps practices etc.

Webmatrix Pvt. Ltd. / Client - Randall-Reilly

Sr. Fullstack Engineer • Ahmedabad, Gujarat   (05/2020 - 07/2024)

Domain: Talent acquisition and job management for CDL/CMV drivers, facilitating placement into third-party carriers across the U.S.

Platform: Three collaborating codebases:

- Core Job Services API (headless, Laravel): Centralized domain logic and data access; no UI. Exposed REST endpoints consumed by the two portals.
- Recruiter Job Manager (recruiter-facing portal, Laravel): Job posting & editing, location targeting, lead review, and day-to-day recruiter workflows.
- TalentOps Admin (restricted/internal, Laravel): Leads pipeline tools, role-based access administration, and TruckJobs company/carrier records management.

Highlights & Impact:

- Led feature design and delivery across the recruiter portal and restricted admin while extending the headless API for jobs, locations, leads, and company data.
- Clarified and hardened data contracts between the Core Job Services API and both portals (versioned endpoints, pagination/filters, guarded writes).
- Partnered with productions on flows that support third-party carrier recruitment, ensuring data integrity across leads, job posts, and company profiles.

React.js (front-end modernization):

- Built a Task Manager micro-app (React + MongoDB with a Laravel API) for recruiter tasking/follow-ups; integrated into the Recruiter Job Manager with protected routes and role checks.
- Incrementally migrated high-interaction pages from Blade/Vue to React (job create/edit, location modals, lead triage):
- Hook-based forms with schema validation, debounced autosave, and optimistic UI.

- Reusable UI primitives (tables, filters, modals, paginated lists) to standardize UX across both portals.
- Client-side search/sort for large job and lead tables to reduce server round-trips.

Node.js (services & tooling around the Laravel core):

- Implemented Node/Express utilities/services to complement the PHP stack, including:
- Job-feed transformer producing partner-ready XML/JSON from normalized job data (scheduled runs + health endpoints)
- Web-hook receivers for external lead sources and campaign events, validating payloads and forwarding to the API.
- Internal CLI scripts for data normalization/backfills and operational one-offs.
- Emphasized decoupled, testable components so Node services could ship independently of the Laravel deploy cycle.

Backend (Laravel-first) & Data:

- Designed REST endpoints and database migrations for jobs, locations, leads, user roles, and company entities; added robust filtering and audit trails.
- Enforced role-based access across recruiter and admin portals; implemented structured logging for traceability between services.

Cross-stack deliverables:

- Delivered Document Upload/Download (Python + Angular) with per-user storage isolation and signed URLs; exposed REST endpoints to integrate with React and Node utilities.
- Authored internal guidelines for React component reuse and API versioning to reduce regression risk across the three codebases.

Tech Stack: Laravel (PHP), Python, Node.js (Express), React.js, Angular, Blade/Vue (legacy), MongoDB, MySQL, REST, JSON/XML, PHPUnit, Pest & Jest Unit testing, Git-CI/CD.

Svaapta ITAlly
Laravel + PHP Team Lead • Ahmedabad, Gujarat   (02/2020 - 04/2020)

Managing a team of nearly 12-13 developers and 1-2 testers and business analyst for small modules to projects while meeting client's deadlines.

Innovify India
Sr. FullStack Developer(Laravel/PHP) • Ahmedabad, Gujarat   (02/19 - 01/2020)

Dedicatedly worked on Parkstreet website, which sells all kinds of Alcoholic Beverages online. To mention few:

- Worked on Integrating Oracle Netsuite API to push/pull Sales and Transfer orders to/from Netsuite Data manager.
- Integrated Western Carrier API, and made calls to the API for pushing/syncing the Sales Orders from Parkstreet to Western Carrier system.
- Worked on troubleshooting and bug-fixing, previously erroring/failing Activity Feed system in the Parkstreet Dashboard. Also implemented Feed Category wise selection and data update, replacing theold Feed selection and update method.
- Worked on several maintenance and new tasks other than aforementioned.

Tech. Stack: PHP/Laravel/Lumen for APIs, MySQL, MongoDB, Oracle NetSuite.

Webmatrix Corp. / Client - Simplefire
Sr. Software Consultant(Laravel/Symfony/PHP) • Ahmedabad, Gujarat   (11/2017 - 01/2019)

- Simplefire website which is popular in US for selling all kinds of Tires from Small custom cars to trucks, rollersand race cars. - https://simplefire.com/
- Customised the Frontend Search, when you type first few digits ofany existing SKU and select from the autocomplete list, then it will take you directly to that product's page
- Customized the Catalog Search result page tobe filtered by additional attributes like Position, Smartway, Commercial Application etc.
- FedEx: Including Address Validation to API – Implementing the Address Validation API of Fedex to validate shipping address
- OnDemand: FreightQuote BOL Generates with Incorrect Customer name – Customer Name rectified to match with the actual Shipping Name in the Shipping Label BOL.
- Frontend : Issue with Zip code search at Checkout page. – Validating the zipcode text box in the Checkout page, to prevent some characters from being typed in.
- BI API: Create a technical design document – Creating the document for the implemented API code for BI(Business Information) gathering
- Frontend : Catalog Page Performance Improvement – Improving the performance of Cakephp Catalog Result page by implementing PHP Memcached Plugin
- Admin: Larger '1 of X' for Multi-part orders – Customize the text appearing in the Shipping Label PDF as per requirement
- POC: Use QlikSense Cloud to generate 'Order Item Margin Report' – Using the Slim Framework created the API for generating the Order Items Marging report(BI API)
- Back Office: Port Services management to Back Office from legacy backend – Implemented the Installer > Services Adding, Editing, Deleting and Sorting in Symfony Framework v3.4
- Back Office: Create entity class for my_product_sub_types table – Created Entity class in Symfony v3.5 along writing Unity Tests using PHP Unit Test framework v6.x.
- Back Office: Port the My Installers page from backend to Back Office – Implement all the filters that are present in Backend for Installers page into Symfony powered Backoffice Installers page

- Walmart: Add Walmart Item Number as Field in Item Table – Created a new field for storing and retrieving the new Walmart Item No. for all Walmart items and made it viewable/exportable in Backend
- Back Office: Installers - show correct fields on installers "show" page – Removed the unnecessary fields from the Symfony Template of Installers page in Backoffice
- Back Office: Create entity and repository classes for my_distributors_warehouses_installers table – Created both Entity & Repository classes for Warehouses-Installers table in Symfony along with Unit tests.
- BACKEND: Adding Application Filter flags to Product Lines and SKUs – Adding functionality to add the Commercial Application options for any Product in the Backend(Cakephp) along with display and filtering based on those options in Frontend(Cakephp).
- Local Delivery (LD): Present LD as a carrier and LD cost if applicable when changing aWH – Performing search for Lowest Local Delivery cost and putting that Local Delivery option as topmost option when choosing from list of Warehouses doing Local Delivery.
- FET Values: Apply Pricing to all Size + Load Range Combos – Apply the new custom "special_fet_tax"and replace the previous applied FET tax with this new tax for conditionally selected products
- Distributor Inventory via FTP not showing in Admin – Added a mechanism for removing any junk characters that maybe present from the CSV Data file and make it sanitized as completely as possible.
- ADMIN: Orders with DELIVERED LABELS not getting marked as SHIPPED/COMPLETED – Fixed the issue of delivered labels not showing the status "Shipped/Completed"
- SLAs: PopUp From Barometer – Fetched conditional data from Database and showed in Modal popup in the Supplier(Cakephp) portal dashboard page.
- SLA: Verify long term solution for sharing SLA data with QuickSight is implemented – Implemented the long term solution of storing the SLA Score calculated from data of Quicksight table to our Database table "my_distributors_warehouses_elascore"
- SLAs: Tooltips for SIM-4239 to Layout Calcs – Added the tooltips using JS library for SLA field labels
- Back Office: Limit who can manage individual roles for users – Created new role and a new group for allowing/managing that role and only allow those users that have this role enabled, access to this role in their Security tab in Backoffice(Symfony v3.5)
- SLAs: Performance Tab In Supplier Portal – Created complete Supplier Performance page with the interfaces to search for Supplier's monthwise data and download Supplier's selected month's data in CSV along with the FAQ content popup and an Instructional Popup for First Time Users.
- SLA: Defaulting Shipping On-Time Score to 100% on the first of the month – Set the Shipping On-Time score as 100% default on month starting period
- Commercial Data Points in Admin and on FrontEnd – Created 4 new tables for storing the Product attributes along with their Add/Edit/Delete pages in Backoffice(Symfony) and

implemented the functionality of editing Attribute values filtering by Attribute values on Backend and Frontend(both Cakephp) respectively.

- Tracker: Inaccurate Data Provided to Customer with Warehouse Change – Edited the RunDeck job timer to run every 2 hours for rectifying the Estimated Delivery date for the Order items from Fedex.

E2M Solutions Pvt Ltd
Sr. PHP Developer • Ahmedabad, Gujarat   (06/2017 - 11/2017)

- Wordpress customization and development in AFM Directory Project - http://afmsand.staging.wpengine.com/-development of Provider, Location & Services modules.
- Hiding the server information in the KPMG Giftzone website.
- Password security module development from scratch in KPMG Giftzone Site - https://demoi.giftzone.co.in/-But can only be checked if you have a KPMG Account and other major-minor changes.
- GST Implementation from scratch in Athena Life Sciences Website - https://www.athenalife.com/shop/andother major-minor changes.
- Worked on Magento Projects as well as other platforms like Wordpress.

IVerve Infoweb Pvt Ltd
FullStack Team Lead / Sr. Software Developer (PHP/Magento) • Ahmedabad, Gujarat
(**12/2016 - 06/2017**)

Technical Leadership & Project Management

1. SMCGear - http://smcgear.com – Coordinated with development team for the entire Project Time period and made the Magento CE 2.1.6 project live - https://www.magereport.com/scan/?s=http://smcgear.com/ - Upgraded to latest available version after going live.
2. Gainsinbulk - http://www.gainsinbulk.com/ - (Magento 1.x) - Leaded and coordinated with the team for making major frontend based changes and Trainer-Affiliate module built-up and made those functionalities working and deployed the same. After that provided suggestions to client and managed those suggestions to be done on Live website too. Also addressed the client's concerns and issues in their website and got them fixed immediately.
3. Incon Lighting - http://www.llighting.com, http://www.lightbulbsurplus.com - (Magento 1.x) Leaded the Team and managed the client's required changes to be done on Development server (Company's own Dev server) & deployed those major changes on Live site too. For eg. (Client's requirement for getting the Invoice download link in Order success page itself for Regd. Customers).
4. Best Restaurant Supply - https://bestrs.net, http://fridgeon.com & http://onerestaurantsource.com - (Magento 1.x) – Magento Upgrade from 1.6.x to 1.9.3.1 (latest available version then) and other changes

5. AccurateLocators - http://accuratelocators.com/ - (Magento 1.x) – Magento Upgrade from 1.7.x to 1.9.3.1 (latest available version then) and other changes
6. Biorenewskincare - https://www.biorenewskincare.com/ - (Magento 1.x) – Magento Upgrade from 1.4.x to 1.9.3.2 (latest available version then, did a step wise upgrade for major version changes in Magento development series) and suggested client for PCI Compliance according to his needs, also fixed the orders missing issues in client's upgraded website.
7. Isclinical Websites - http://isclinical.com.ee, http://isclinical.mx & http://isclinical.com.tr - (Magento 2.x) – Multiple minor/major tasks and modules got developed for client.
8. Silkletter Website - https://www.silkletter.com/ - (Magento 1.x) – Dedicated Project, where client assigns tasks on daily basis, and seldomly client sets the task-priority.

Customization w/ Technical Delivery as Sr. FullStack Engineer
- Groominglounge.com - http://www.groominglounge.com - Cart customization & most popular products page.
- QCAustin - http://qcaustin.com/sporting-goods-recreation.html product listing page.

Perception System Pvt Ltd
Sr. PHP Developer • Ahmedabad, Gujarat   (04/2015 - 11/2016)
- Dedicated Magento Projects by Norwegian Client – Perception System Pvt. Ltd. More than 15 norwegian sites worked on. Major/minor customizations and module development and third-party API integrations

Deverepublic India
Sr. PHP Developer • Ahmedabad, Gujarat   (09/2014 - 04/2015)
- Sleeppool – https://www.sleeppool.nl– Customization in payment fee module, Homepage Banner blocks, Clients slider, Product import export profile issues fixed, Custom options in Upsell & Crosssell products, Category Url-rewrite issue fixed and many other minor/major things.
- Nuhip – http://nuhip.nl/ - Vortige Acties page, Order export custom field, Product Url-rewrite issue fixing, Product import export profile issues fixed and other minor changes also.
- Oudholland – http://www.oudholland.skyberatedev.nl – Theme customization

Upadpro Softwares & Services Ltd
Sr. PHP Developer • Ahmedabad, Gujarat   (02/2014 - 09/2014)

- Major work done as PHP Modifications in already built Projects & Error solving.
- Also worked on PHP installed as CGI website.
- Worked on both Apache & Nginx Servers for Speed Optimization projects.
- Managed many projects of Speed Optimizations on both Magento 1.x & 2.x platforms.

Elayers' Interactive
Sr. Magento / PHP Developer • Ahmedabad, Gujarat   (06/2013 - 12/2013)

- Worked on both Apache & Nginx Servers for Speed Optimization projects.
- Managed many projects of Speed Optimizations on both Magento 1.x & 2.x platforms.

KGN Technologies Pvt Ltd
Sr. Magento / PHP Developer • Ahmedabad, Gujarat   (02/2013 - 05/2013)

Mainly worked Magento 1.x and Core PHP Projects.

Solusoft Technologies Pvt Ltd
Magento Developer • Ahmedabad, Gujarat   (02/2012 - 01/2013)

Worked on management and maintaining of Admin panel of Magento website.

iFlair Technologies Pvt Ltd
Sr. PHP Developer • Ahmedabad, Gujarat   (10/2011 - 12/2011)

Moon Technologies
Sr. PHP Developer • Ahmedabad, Gujarat   (03/2010 - 04/2011)

- Worked on Admin side custom plugin creation for Ski Party Website in Wordpress & other tasks in Wordpress for 7 months.
- Major work done as PHP Modifications in already built Projects & Error solving.
- Provided Server purchase related guidance to client based on Server Performance/Compatibility and Server Support Quality.
- Worked on both LAMP & WAMP platform setups.
- Communicated with client for Deployment Process Coordination & Support.
- PHP, Wordpress, PhpMotion+Noah's Classifieds + Magento + Dolphin CMS Developer

Languages (Read, Write & Communicate)

English, Hindi, Gujarati