

Muhammad Ajmal

Senior PHP / Laravel Developer | Full Stack Engineer | 5+ Years Experience

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PROFESSIONAL SUMMARY

Senior PHP/Laravel Developer with 5+ years of experience architecting and building scalable SaaS platforms, multi-tenant e-commerce systems, and AI-integrated backend services. Currently building a UAE-market multi-tenant SaaS e-commerce platform with full Stripe subscription billing, and leading backend architecture for a football-federation subscription platform. Proven Technical Lead with a track record delivering production systems across FinTech, HR, WhatsApp Marketing, Inventory/POS, and Debt Collection. Comfortable owning backend architecture end-to-end and integrating third-party APIs including payment gateways, LLM providers, and social platform APIs.

TECHNICAL SKILLS

Backend	PHP 8.2+, Laravel 8–12, Laravel Octane, CodeIgniter, REST API, Sanctum, Spatie
Frontend	Vue 3, Vite, Inertia.js, Livewire 3, Alpine.js, Tailwind CSS, Bootstrap 5, JavaScript
Database & Search	MySQL 8, Redis, Elasticsearch, Eloquent ORM — multi-tenant schema design, query optimization
Multi-Tenancy	stanc/tenancy, domain-based tenant isolation, company-scoped queries, super-admin architecture
Payments	Stripe (Subscriptions, Checkout, Billing Portal, Payment Links, Webhooks, Connect), JazzCash, EasyPaisa, ValorPaytech, Elavon
AI & LLMs	OpenAI API, Anthropic Claude, Google Gemini, Google Imagen/Veo — multi-provider routing, prompt-engineered brand-voice pipelines
Integrations	Meta Graph API (OAuth, scheduled posting, Instagram publish), WhatsApp Cloud API, SingPass API
Testing & Tools	PestPHP, PHPUnit, Scribe (API docs), Git, Cursor AI, Claude Code, Docker (basic)

PROFESSIONAL EXPERIENCE

PHP Laravel Developer | Microvision IT Solutions

Apr 2026 – Present

Karachi, Pakistan

- Built the multi-tenancy engine and complete Stripe subscription billing system from scratch for Go2Sell, a UAE-market multi-tenant SaaS e-commerce platform (5 live tenant stores)
- Designed and built a Laravel backend integrating multiple LLM providers (OpenAI, Anthropic Claude, Google Gemini) and Google Imagen/Veo for AI-generated ad creatives, plus direct Meta Graph API integration for scheduled Facebook/Instagram publishing
- Authored the backend architecture proposal and effort estimate for a subscription and governance platform for UAE FA — role-based access control (12 sub-roles), Stripe Connect revenue-split billing, and audit/governance tooling
- Work spans Laravel Octane performance tuning, Elasticsearch search integration, and Redis-backed queue/cache infrastructure

Technical Lead / PHP Developer | NextApp.is

Apr 2021 – Apr 2026

Karachi, Pakistan — Promoted from PHP Developer to Technical Lead

- Led team of developers — architecture decisions, code reviews, delivery of 10+ production SaaS platforms
- Built scalable multi-tenant SaaS applications (Laravel, Vue.js, Inertia.js) with REST APIs for mobile and third-party integrations
- Integrated payment gateways (Stripe, JazzCash, EasyPaisa, ValorPaytech, Elavon), AI tools (OpenAI, Claude AI), and cloud services (AWS S3/SNS, Redis, Firebase)

PHP Developer | Ghani Business Solutions

May 2020 – Apr 2021

- Built Battery Management System, Restaurant POS, and School Management System using Core PHP and CodeIgniter

KEY PROJECTS

Go2Sell — Multi-Tenant SaaS E-Commerce Platform (UAE Market)

go2sell.io

Laravel 11, PHP 8.2, Bagisto 2.0, Vue 3, Vite, MySQL, Redis, Elasticsearch, Laravel Octane, Stripe SDK | Role: Backend Developer

- Built the multi-tenancy engine (domain-based isolation, company-scoped queries) and a complete Stripe subscription billing system from scratch — customers, products/prices sync, subscriptions with pause/resume/cancel, Checkout, Billing Portal, Payment Links, webhook handling, trial periods, multi-currency, and a custom reconciliation command
- Built the Super Admin panel (separate guard, tenant/currency/role/theme management) and a Vue 3 async dashboard with KPI cards and analytics
- Built the subscription gating middleware and feature-flag system enforcing per-plan limits across tenants; 5 live tenant stores in production

Go2Sell Activate — AI Marketing Companion — Multi-Provider Content Generation

Laravel, PHP, OpenAI API, Anthropic Claude, Google Gemini, Google Imagen/Veo, Meta Graph API | Role: Backend Developer

- Built a Laravel backend integrating multiple LLM providers (OpenAI, Anthropic Claude, Google Gemini) with prompt-engineered brand-voice pipelines for generating on-brand ad copy
- Integrated Google Imagen and Veo for AI-generated campaign images and video, and the Meta Graph API (OAuth, scheduled posting, Instagram media publish) for direct Facebook/Instagram campaign distribution

UAE FA Subscription & Governance Platform — Backend Architecture & Effort Estimation

Laravel, Sanctum, Scribe (API docs), Stripe Connect | Role: Backend Architect (design phase)

- Authored the backend architecture and effort estimate for a subscription platform serving football clubs as organizational subscribers — role-based access control across 12 sub-roles, multi-user org accounts, and a versioned entitlement API
- Designed the subscription lifecycle (approval workflow, pricing engine, sandbox/production tiers), Stripe Connect revenue-split billing, dunning/renewal workflow, and governance tooling (immutable audit log, time-boxed impersonation, dual approval)

ALF POS — SaaS Point-of-Sale & Inventory Management

alfpos.com

Laravel, Vue.js, Inertia.js, MySQL, ValorPaytech, Elavon | Role: Tech Lead

- SaaS POS platform serving 10,000+ active clients globally, processing millions in daily transactions

Wapply — WhatsApp Marketing SaaS Platform (Solo Founder)

wapply.io

Laravel 12, Node.js, Redis, Stripe, Claude AI | Role: Founder / Full Stack

- Solo-built multi-tenant SaaS from scratch — dual WhatsApp API, Stripe subscription billing, real-time WebSockets

SG Collectors — Multi-Tenant B2B SaaS — International Client

sgccrm.dsthhosts.com

Laravel 10, Livewire 3, Redis, Sanctum | Role: Full Stack / Tech Lead

- Delivered for an international B2B client — government identity API integration, regulatory compliance, mobile REST API

EDUCATION & CERTIFICATIONS

Advanced Laravel	LinkedIn Learning	Dec 2024
Building RESTful APIs in Laravel	LinkedIn Learning	Dec 2024
MySQL Database Development Mastery	Udemy	Dec 2024
Bachelor of Commerce (B.Com)	University of Sindh, Jamshoro	Dec 2019

English — Fluent | Urdu — Native | Remote work ready