Muhammad Nabeel Afzal

Software Development Manager

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PROFILE

Experienced Software Development Manager with expertise in PHP, Laravel, CakePHP, Yii2, JavaScript, Node.js, Vue.js, MySQL, and NoSQL. Proven track record in leading development teams, optimizing search features with Solr, Algolia, and Elastic Search 8.xx, and integrating security, performance, and automation tools. Skilled in front-end and back-end development, including HTML, CSS, and Cypress JavaScript testing. Experienced in payment gateway integrations, including Payfort, Checkout, STC, Tamara, and Tabby. Proficient in using message brokers like Kafka and RabbitMQ, as well as version control with Git. Adept in server handling, deployments, and delivering high-quality software solutions while collaborating effectively in both on-site and remote environments.

AREAS OF EXPERTISE

PHP	▬▬▬▬▬	Laravel	▬▬▬▬▬
CakePHP	▬▬▬▬▬	Yii2	▬▬▬▬▬
Elastic Search	▬▬▬▬	3rd Party Integrations	▬▬▬▬▬
MySQL	▬▬▬▬▬	NoSQL	▬▬▬▬
Vue.js	▬▬▬▬	Node.js	▬▬▬▬
DevOps	▬▬▬▬	Version Control	▬▬▬▬▬

KEY ACHIEVEMENTS

Revamped Search Features

Led a successful project to revamp search functionalities at Cartlow.com using Solr, Algolia, and Elastic Search 8.xx, enhancing user experience and significantly improving search accuracy and speed. Implemented Text Embeddings and Vectors for semantic search, providing contextually relevant results.

Optimized Payment Gateway Integrations

Successfully integrated and optimized multiple payment gateways including Payfort, Checkout, STC, Tamara, and Tabby at Cartlow, ensuring seamless transactions and enhancing the overall user experience. Streamlined the payment process for increased efficiency and customer satisfaction.

Team Leadership and Growth

Successfully lead a team of 40+ developers, including mobile developers and QAs, at Cartlow in Dubai. Implemented effective leadership strategies, fostered a collaborative team environment, and contributed to the professional growth and development of team members.

PROFESSIONAL EXPERIENCE

CARTLOW UAE, *SOFTWARE DEVELOPMENT MANAGER*   Apr 2022 – present | Lahore, Pakistan

- Fine-tuned Elastic Search, transitioning from Algolia and Solr, for optimized search performance and accurate results.
- Utilizing Elastic Search for semantic search using Text Embeddings and Vectors for contextually relevant results.
- Managing ongoing server deployments for seamless software updates and system reliability.
- Implemented RabbitMQ and Apache Kafka for efficient message queuing and real-time data processing.
- Providing integral support to the development team, fostering collaboration and project success.
- Handling Git version control for efficient PR approvals and code quality.
- Employed Agile/Scrum methodologies for timely project completion.
- Integrated payment systems including Tabby, Tamara, and STC for smooth transactions.
- Leading a team of 40+ developers, ensuring effective coordination and project delivery.
- Overseeing SQL and NoSQL database management for optimized data storage and retrieval.

HELFERTECH, *TEAM LEAD PHP LARAVEL*   Apr 2018 – Mar 2022 | Lahore, Pakistan

- Tailored SuiteCRM for Beakon, meeting unique business needs.
- Built a Laravel CRM for Motabaqah in Saudi Arabia.
- Integrated SuiteCRM and Motabaqah for seamless data sync.
- Led a 10+ member team, offering guidance and support.
- Upheld coding standards and best practices for quality code.
- Designed coding architecture for better re-usability and scalability.
- Managed servers for smooth application operation.
- Implemented CI/CD for automated builds and deployments.
- Conducted regular code reviews for improvement.
- Collaborated with stakeholders to translate requirements into technical solutions.

PLATINUM COMM. PVT., *SENIOR SOFTWARE ENGINEER*   May 2015 – Mar 2018 | Lahore, Pakistan

- Built and managed B2B event platform in Laravel 5.
- Customized CRM in Core PHP for streamlined operations.
- Ensured platform functionality and performance through testing.
- Translated stakeholder requirements into technical specs.
- Led and managed development team.
- Coordinated server management and deployments.
- Conducted R&D for enhanced system functionalities.
- Upheld coding standards and best practices.
- Optimized server performance for efficiency.
- Focused on fostering a collaborative team environment.

EDUCATION

University of Sargodha, *BS COMPUTER SCIENCE*   2013 | Lahore, Pakistan

Govt. Post Graduate College, *F.SC. PRE-ENGINEERING*   2009 | Haroonabad, Pakistan

PROJECTS

Cartlow RLS, *Reverse Logistics Solution*   Apr 2023

The largest SAAS-based reverse logistics system in the Middle East. My responsibilities included overseeing project delivery, monitoring the technical team, and supporting the product team and CTO. I was responsible for developing the SAAS and SAAS + Service ERP RLS solution, ensuring dynamic development for easy modifications, integrating with payment gateways and logistics partners, managing Jira board tasks, and maintaining support infrastructure for businesses, partners, and stakeholders.

Cartlow Storefront, *Re-Commerce Platform*   Aug 2022

Cartlow is a re-commerce initiative built on the bases of helping retailers discard less to save the environment while passing on the benefits of savings to the customers. As the project lead at Cartlow, I managed a team of 12 developers to create a seamless buying experience for customers, focusing on low-priced products and eco-friendly practices. My responsibilities include bridging development, business, and cross-functional teams, defining the product life cycle, and reviewing code for integrity.

Motabaqah, *Saudi Specialized Laboratories Company*   Oct 2019

Motabaqah with its broad range of laboratory testing services is renowned for its impeccable and efficient staff who leave nothing to chance in search for excellence and customer satisfaction. Motabaqah specializes in setting up testing and calibration labs, providing services of testing and analysis for all locally manufactured and imported materials/ products, issuance of conformity certificates, and operation and management of laboratories. I worked on their CRM system, which managed all their test-related data. This involved ensuring the system effectively handled test data for materials and products, contributing to the overall efficiency and effectiveness of their testing and analysis services.

REFERENCES

Syed Kazim Raza, *Product Manager,* Cartlow UAE
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