Arslan Ali

Fullstack Web Developer | Vue | PHP | Laravel

Lahore, Pakistan | +923065815050 | arslanali.phpdev@gmail.com | LinkedIn

Professional Bio

Computer Science graduate and Full Stack Laravel Developer with over 5+ years of professional experience designing and delivering scalable web applications across a range of complex domains, including CRM systems, lead management platforms, AI agent interfaces, employee management solutions, and patient portals. Specializing in backend development, RESTful API design, and clean architectural practices within the modern Laravel ecosystem, I bring a disciplined, performance-driven approach to every project from initial schema design through to deployment. I am committed to writing maintainable, well-structured code that holds up under real-world demands, and I am actively seeking opportunities to contribute to high-impact engineering teams where strong technical foundations and a drive for continuous growth are equally valued.

Skills

Technical skills: PHP | Laravel | Javascript | Vue.js | React | Bootstrap | Tailwind CSS | HTML5/CSS3 | RESTful API Development & Integration | MVC Architecture | Authentication & Authorization (Laravel Sanctum) | Database Design & Optimization | Eloquent ORM | Laravel Queues, Jobs & Events | Middleware & Service Providers | Third-Party API Integration | Responsive Web Design | AJAX & Axios | Component-Based Architecture | Database Migrations & Seeding | Database Relationships | Redis | Linux Server Administration (Ubuntu) | VPS Management | Apache / Nginx Configuration | Cron Jobs & Supervisor | Workflow Automations

Soft skills: Problem-Solving & Critical Thinking | Analytical Thinking | Team Collaboration | Technical Communication | Leadership & Team Management | Time Management & Prioritization | Adaptability & Continuous Learning | Project Ownership & Accountability | Troubleshooting & Decision-Making | Attention to Detail

Selected Projects

PowerMatch – Construction Recruitment & Workforce Matching Platform *Laravel, Vue 3, n8n, Twillio, OpenAI API*

- Developed an intelligent candidate matching engine that scores worker profiles against job descriptions based on experience, skills, and geographical location.
- Implemented simplified onboarding workflows and automated profile completion to improve candidate registration and matching accuracy.
- Built employee time-tracking and payroll workflows based on recorded working hours and completed engagements.
- Integrated AI-powered candidate summary generation using OpenAI API, optimising token consumption to reduce operational costs.
- Developed automated communication workflows for recruitment outreach, onboarding reminders, and follow-ups.
- Implemented Jira ticket automation and Slack notifications to streamline customer support and development workflows.
- Delivered employee engagement features, including an interactive rewards and spin-the-wheel system.

EZ planners - Event Management & Marketing Analytics Platform *PHP, Laravel, Vue.js, MySQL, REST APIs*

- Developed a comprehensive event management platform using Laravel and Vue.js, implementing end-to-end workflows for event creation, ticket management, bookings, and payment processing.
- Implemented flexible ticket pricing strategies, including discount codes, promotional coupons, early-bird offers, and special pricing campaigns.
- Developed seat reservation and allocation workflows, enabling customers to select and reserve seats while managing booking availability.
- Implemented marketing campaign analytics to track campaign performance, audience engagement, conversions, and revenue generation.
- Developed analytics dashboards providing actionable insights into marketing performance and business growth opportunities.
- Implemented A/B testing and experimentation workflows to evaluate marketing strategies, optimise campaigns, and improve conversion rates.
- Built data-driven reporting features to monitor ticket sales, customer behaviour, booking trends, and campaign effectiveness.
- Streamlined event management and marketing processes through automated workflows and performance tracking.

House Talk – AI-Powered Real Estate Platform *React.js, REST APIs, AI Agents Implementation*

- Developed frontend features using React.js, integrating Flask backend APIs to support application functionality and data management.
- Integrated backend APIs to manage property-related data and interactions between frontend components and backend services.
- Implemented customised AI agents with property-specific knowledge bases to power intelligent chatbots for property rental and sales enquiries.
- Developed user-facing interfaces to support AI-powered property discovery and customer interactions.

Carpira – Internal HRM & Business Management Platform *Laravel, PHP, MySQL, Electron.js, Node.js, MongoDB, BullMQ*

- Developed an integrated HRM and client management platform to centralise employee records, payroll, and taxation alongside client onboarding and management.
- Implemented financial management workflows covering client payments, company revenue tracking, and business growth analytics.
- Consolidated multiple business operations into a unified platform, reducing dependency on separate management tools.
- Developed centralised dashboards to provide visibility into employee information, financial operations, client activity, and company performance.

Work Experience

Senior Software Engineer, PowerMatch *August 2026 - Present*

- Engineered an intelligent candidate matching engine using PHP and Laravel, evaluating worker profiles against job requirements, experience, skills, and geographical location.
- Streamlined candidate onboarding through automated profile-completion workflows, improving data completeness and enabling more accurate candidate matching.
- Integrated OpenAI API to generate professional candidate summaries from previous work experience, optimising token consumption to minimise API costs.
- Automated recruitment communication and onboarding follow-ups using n8n and Twilio, reducing manual communication efforts.
- Implemented automated Jira ticket creation and Slack notifications, streamlining issue reporting and improving communication between support and development teams.
- Developed time-tracking and payroll workflows to automate payment calculations based on recorded working hours.
- Collaborated with cross-functional teams in Agile/Scrum environments, delivering features through sprint planning and Jira-based project management.

Lead Software Engineer, Carpediem Team *March 2021 - August 2026*

- Developed and enhanced an internal HRM and client management platform, centralising employee records, payroll, taxation, client onboarding, payment management, and company revenue and growth analytics.
- Integrated Zapier and GoHighLevel (GHL) to automate lead management, lead nurturing, follow-ups, and sales pipeline tracking, helping streamline the conversion of incoming leads into qualified prospects.
- Implemented DocuSign integrations and automated document collection workflows for a loan services platform, managing customer applications, loan product selection, document requirements, and digital signing processes.
- Implemented event analytics and automated communication workflows, tracking confirmed bookings, customer interest, payment status, and sending event reminders and follow-up emails.
- Developed automated event management and ticketing workflows, integrating Stripe and PayPal for payment collection, ticket confirmation, and transaction tracking.
- Developed frontend features using React and integrated backend APIs built with Flask for an AI-powered property management solution.
- Implemented customised AI agents with property-specific knowledge bases to power intelligent chatbots for property rental and sales enquiries.

Tools

Git | Github | Postman | Figma | Jira | Clickup | Asana | N8N | Adobe Photoshop | npm | Composer | GHL | VS Code / PHPStorm | Laravel Artisan | Laravel Tinker | Laravel Horizon | Laravel Telescope | Laravel Cashier | DBeaver | MySQL Workbench | phpMyAdmin | PHPUnit | Slack | Microsoft Teams | Trello | Swagger / OpenAPI

Education

B.Sc Computer Science University of Engineering & Technology Lahore, Pakistan (2016 - 2020)