

ZUBAIR AYUB

SENIOR FULL-STACK ENGINEER (PHP/LARAVEL SPECIALIST)

+92 315 0234592 | zubairayub@hotmail.com | <https://zubairayub.com> | <https://www.linkedin.com/in/zubair-ayub-684528177/> | <https://github.com/zubairayub>

Expert Laravel developer with 9+ years of experience in building and scaling full-stack SaaS products and enterprise web applications. Proven ability to own features end-to-end, from designing robust backend architectures with RESTful APIs to crafting responsive, dynamic frontends with modern JavaScript and Tailwind CSS. Passionate about leveraging AI to create intelligent features and delivering high-quality, performant solutions in collaborative, product-driven environments.

TECHNICAL SKILLS

- Languages: PHP, JavaScript (ES6+), HTML5, CSS3, SQL, jQuery, AJAX
- Frameworks & Libraries: Laravel, Livewire, Tailwind CSS, Bootstrap
- API & Backend: RESTful API Design & Development, Third-Party Integrations, Eloquent ORM, Authentication (JWT/OAuth)
- Database: MySQL, Query Optimization, Database Schema Design
- AI/ML Integration: OpenAI GPT APIs, Predictive Analytics, Intelligent Form Systems, Recommendation Engines
- Tools & Methods: Git, GitHub, CI/CD, Jira, Asana, Trello, Postman, Agile/Scrum, TDD
- Platforms: WordPress, Linux/Unix-based VPS Deployment, Shared Hosting, Domain Management

PROFESSIONAL EXPERIENCE

Full-Stack Developer | I General Company | Dubai (Remote)

March 2024 - March 2025

- Engineered and launched multiple scalable web and mobile applications using a modern tech stack of Laravel, JavaScript, and Tailwind CSS, improving client engagement and platform performance.
- Developed a suite of robust, well-documented RESTful APIs to facilitate seamless data flow between frontend clients and backend services, enabling third-party integrations.
- Led the end-to-end development of a custom e-commerce platform and enterprise-level LMS, resulting in a 15% increase in user adoption and client satisfaction.
- Instituted coding best practices and CI/CD pipelines, reducing deployment errors by 20% and enhancing team productivity.

Founder & Full-Stack Developer (Self-Employed) | Fiverr Level 2 Seller | Remote

2021 – Present

- Operate a successful freelance development practice, delivering over 100 production-level projects for a global clientele with a 4.8/5 satisfaction rating.
- Develop and deploy full-stack web applications, custom WordPress themes/plugins, and e-commerce solutions using PHP, Laravel, and Tailwind CSS, directly translating client visions into functional products.
- Manage the entire project lifecycle from requirement gathering and scoping to development, deployment, and maintenance, ensuring on-time delivery and exceeding client expectations.
- Demonstrate strong proficiency in modern SaaS development practices, building scalable applications with secure user authentication, payment integrations, and database management.

Full-Stack Developer | Geneseq | Dubai/Canada (Remote)

2023 – 2024

- Directed the full-stack development of Geneseq.ai, a biotech SaaS marketplace, architecting a scalable Laravel backend and dynamic JavaScript frontend to handle direct B2B transactions.
- Owned the development of a proprietary drag-and-drop website builder with integrated domain management, transforming complex functional requirements into a shippable product.
- Integrated AI-powered product recommendation and smart form autofill features using OpenAI APIs, enhancing user experience and reducing form abandonment.
- Collaborated with product and design teams in an Agile environment to prioritize, spec, and deliver features on schedule, demonstrating strong cross-functional teamwork.

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Senior PHP Developer & Project Manager | Sunrose Online | Dubai/South Africa (Remote) Feb 2021 – 2022

- Managed the complete overhaul and optimization of the company's primary e-commerce WordPress site, implementing custom PHP plugins and themes that increased site performance by 40% and improved security.
- Translated business objectives into technical roadmaps, leading the development of digital ad campaigns that contributed to a 25% boost in online sales revenue.
- Acted as the technical lead for client projects, gathering requirements and building tailored PHP/WordPress solutions that consistently met and exceeded client specifications.
- Implemented SEO strategies that improved organic search visibility by over 30%, directly increasing site traffic and revenue.

TECHNICAL PROJECTS

Cuebolt (Micro-SaaS Platform) | Full-Stack Developer

- Architected and built an intelligent analytics platform from the ground up using Laravel and Tailwind CSS, featuring smart dashboards and automated KPI tracking for clients.
- Designed and implemented a RESTful API to handle all frontend-backend communications securely and efficiently.
- Integrated a custom AI-driven scoring algorithm to generate client insights and automated reporting, demonstrating deep product ownership and backend proficiency.

EDUCATION

- Software Engineering | Aptech | 2015 - 2018
- Pre-Engineering | Army Public College | 2013 - 2015