

GULFARAZ ARSHAD

Laravel Software Developer

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PROFESSIONAL SUMMARY

Results-driven Laravel Software Developer with 3+ years of professional experience designing, building, and optimizing full-stack web applications. Proven track record of delivering high-performance solutions — including a 40% improvement in application processing speed — and developing applications serving 5,000+ monthly active users. Proficient in Laravel, Livewire, Alpine.js, REST API integration, and MySQL. Adept at collaborating in agile teams, applying MVC architecture best practices, and delivering clean, maintainable code.

TECHNICAL SKILLS

Backend: PHP, Laravel, Livewire, MVC Architecture, REST API Integration & Development

Frontend: Alpine.js, JavaScript, jQuery, Tailwind CSS, Bootstrap, HTML5, CSS3

Database: MySQL, Database Design & Optimization

Tools & DevOps: Git, GitHub, Version Control, Postman

Practices: Agile Development, Code Review, QA & Testing, Software Documentation

Soft Skills: Team Leadership, Problem Solving, Communication, Risk Management

PROFESSIONAL EXPERIENCE

Software Developer | **Cruise Brains** | *January 2023 – Present* | *Multan, Punjab*

- Optimized PHP functions and backend logic to achieve a 40% improvement in application processing speed, enhancing user experience and system efficiency.
- Reduced application bug count by 25% by instituting rigorous code review processes and implementing structured QA testing pipelines.
- Built and maintained an SMS marketing platform using Laravel, enhancing user engagement features and improving campaign and automation management functionality.
- Worked on a URL shortener application built with Laravel, contributing to its core features and delivering a successful launch with positive user adoption and feedback.
- Contributed to the development of an AI visibility tracking application, improving data analytics pipelines and reporting features.
- Worked on the development of enterprise-grade call tracking software, implementing features for call routing, analytics, and reporting to support high-volume telecommunication workflows.
- Designed, built, and managed RESTful APIs to ensure reliable communication between front-end interfaces and back-end services across multiple projects.
- Utilized Git for version control, maintaining code integrity and enabling efficient collaboration across development teams.

Software Developer Intern | **Cruise Brains** | *January 2023 – June 2023* | *Multan, Pakistan*

- Acquired practical skills in HTML5, CSS3, Tailwind CSS, JavaScript, and Alpine.js through hands-on project work.
- Integrated Alpine.js with Tailwind CSS and Laravel to build a responsive, interactive web application for post management using PHP with OOP principles.
- Applied MVC architecture fundamentals in Laravel, gaining a solid foundation for scalable web application development.

KEY ACHIEVEMENTS

- Achieved a 40% increase in application processing speed through targeted PHP optimization and backend refactoring.
- Decreased bug count by 25% by introducing consistent code review practices and automated testing workflows.

EDUCATION

Bachelor of Business – Information Technology

Virtual University of Pakistan | 2024 – Present | Multan, Pakistan