GULFARAZ ARSHAD

Laravel / PHP Backend & Full-Stack Developer

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gulfaraz.me | LinkedIn | GitHub

PROFESSIONAL SUMMARY

Laravel / PHP developer with 3.5+ years of experience building production SaaS systems, including telephony infrastructure, real-time call analytics, and AI-driven data pipelines. Improved application processing speed by 40% and delivered features supporting 5,000+ monthly active users. Skilled in PHP, Laravel, MySQL, REST API design, and MVC/OOP architecture, with hands-on experience in Laravel queues, background job processing, third-party API integrations, and performance optimization. Active open-source contributor to the Laravel ecosystem, with a published technical article and a merged pull request to a community project. Comfortable owning features end-to-end, from architecture and database optimization through production support.

TECHNICAL SKILLS

Languages & Backend: PHP, Laravel, Livewire, MVC, OOP, Service & Action Patterns, REST API Design

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

Database: MySQL, Database Design, Query Optimization, Eloquent ORM, Eager Loading, Redis Caching

Integrations: SignalWire (Voice/Webhooks/DNI), AssemblyAI, Deepgram, ElevenLabs, Claude API

Tools & Practices: Git/GitHub, Postman, Agile/Scrum, Code Review, Automated Testing (QA), Technical Documentation

Open Source: Package Authoring, Laravel Ecosystem Contribution, Community Engagement

PROFESSIONAL EXPERIENCE

Software Developer — CruiseBrains, Multan, Pakistan

July 2023 – Present

- **Architected** CallGauge AI, a production call tracking and attribution SaaS platform, designing Dynamic Number Insertion (DNI), pool-based number assignment logic, and session/cookie-based tracking.
- **Integrated** SignalWire as the core telephony infrastructure, managing high-volume webhook handling, call routing, and real-time processing pipelines.
- **Engineered** an AI-powered call transcription pipeline using AssemblyAI with speaker labeling to feed downstream analytics and reporting.
- **Optimized** complex Eloquent queries and backend PHP logic, achieving a 40% improvement in application processing speed and reducing server overhead.
- **Reduced** production bug count by 25% by introducing structured code review and testing workflows, and refactoring legacy code into decoupled service layers.
- **Scaled** and maintained a Laravel-based SMS marketing platform, upgrading campaign automation and real-time webhook infrastructure to support 5,000+ monthly active users.
- **Designed** and documented secure, RESTful APIs using Laravel Resources, enabling reliable communication between frontend components and decoupled backend services.

Software Developer Intern — CruiseBrains, Multan, Pakistan

January 2023 – June 2023

- **Developed** a responsive, interactive post-management application using Alpine.js, Tailwind CSS, and Laravel, applying strict PHP OOP principles.
- **Applied** MVC architecture fundamentals to build maintainable, scalable codebases during early product development phases.

PROJECTS

- **laravel-arr-extended** — Authored and published an open-source Laravel utility package extending Laravel's core array helper functions; distributed and discussed across dev.to, Reddit, and LinkedIn.

- **Boardly** — Built and deployed a Trello-like project and task management web application, hosted on Railway.
- **SignalWire Dialer** — Developing a browser-based outbound PSTN calling SaaS MVP using Laravel, Livewire, Alpine.js, and the SignalWire JS SDK with Call Fabric Subscriber Access Tokens, built on a service-pattern architecture.
- **Open Source Contribution — Pinkary**: Contributed a merged pull request replacing native browser confirm dialogs with a styled, accessible modal component.
- **Technical Writing**: Published a technical article detailing Laravel package development workflows following a rejected core PR, generating active community discussion.

EDUCATION

Bachelor of Business & Information Technology (BBIT)
Virtual University of Pakistan | 2024 – Present (Expected 2028) | Multan, Pakistan