


 SYEDALIIFTIKHAR26@GMAIL.COM

 +44 7774 095864

SYED ALI IFTIKHAR

SOLUTION ARCHITECT/LEAD DEVELOPER

EXPERIENCE

LEAD DEVELOPER / SOFTWARE ENGINEER



ABERSOFT
JUN 2023 - FEB 2025
LONDON, UK

SENIOR LEAD DEVELOPER



PARKKTECH
JUN 2022 - PRESENT
REMOTE, US

SOLUTION ARCHITECT / CTO



RLTSQUARE
JUN 2023 - PRESENT
REMOTE

TECH LEAD



RLTSQUARE
MAR 2021 - MAY 2023
LAHORE, PAKISTAN

SENIOR LEAD DEVELOPER



RLTSQUARE
MAR 2019 - FEB 2021
LAHORE, PAKISTAN

MAGENTO/ PHP DEVELOPER



RLTSQUARE
MAR 2017 - FEB 2019
LAHORE, PAKISTAN

CERTIFICATIONS



Adobe Commerce Certified Developer



Salesforce Certified B2C Commerce Developer



Microsoft Office Specialist

EDUCATION



INFORMATION TECHNOLOGY UNIVERSITY

BS Computer Science

Projects:

Air Quality Index Kit

Driver Behaviour Analysis - AI

ABOUT ME

As a Solution Architect and hands-on Senior / Lead Developer with over eight years of experience in the IT industry, I specialize in designing scalable e-commerce platforms, backend systems, and enterprise integrations. My career progression from Full Stack Developer to CTO has given me a strong balance of practical engineering experience, solution architecture, team leadership, and business-focused technical decision-making.

I hold certifications as a Magento 2 Certified Developer and Salesforce Developer, demonstrating my expertise in creating high-performance architectures and enterprise-grade solutions. My technical experience spans Laravel, Magento (Adobe Commerce), Shopify, WordPress, CodeIgniter, Go, Python, Node.js, React, Vue.js, MERN stack, Android, iOS, Flutter, and AI-driven systems.

Beyond e-commerce, I have a strong focus on Artificial Intelligence and automation. My work includes developing AI-driven assistants, intelligent reporting workflows, and automation solutions that improve communication, task management, decision-making, and backend operational efficiency.

With a strong foundation in system design, API architecture, enterprise integrations, Agile delivery, and cloud-based platforms, I remain closely involved in hands-on development while also bringing CTO-level leadership experience. This combination reflects my ability to lead teams, align technology with business goals, and deliver scalable software solutions.

PROJECTS EXPERIENCE

- **Ego Shoes UK (<https://eu.egoshoes.com/>)**
 - Overview: Upgraded Magento, configured Facebook Business Extension, and addressed checkout issues.
 - Key Contributions: Customized Payment Method Extension and implemented Elastic Search.
- **J. (Junaid Jamshed) (<https://www.junaidjamshed.com/>)**
 - Overview: Provided support, integrated payment gateways, and optimized a clothing brand's site.
 - Key Contributions: Upgraded Magento, customized Mageworx Order Editor, and implemented various extensions.
- **Sana Safinaz (Magento EE & Cloud) (<https://sanasafinaz.com/>)**
 - Overview: Provided extensive support and customization for a top clothing brand in Pakistan.
 - Key Contributions: Customized tracking extension, conducted order load testing, and implemented various extensions.
- **Pasha Fabrics (<https://www.pashafabrics.com/>)**
 - Overview: Provided extensive support and customization for a top clothing brand in Pakistan.
 - Key Contributions: Migrated from Magento 1 to Magento 2. Worked on a unique layout design and implemented various extensions.
- **US based ERP Project**
 - Overview: Developed subscription and order management systems integrated with ERP solutions
 - Key Contributions: Built subscription modules, integrated ERP APIs (Boomi, X3), and developed Magento-ERP data synchronization extensions.

PLATFORMS, FRAMEWORKS & LIBRARIES

Laravel, Magento (Adobe Commerce), Shopify, WordPress, CodeIgniter, Node.js, Express.js, React, Electron.js, Unity, Android Studio, WooCommerce, Aimeos & More

PROGRAMMING LANGUAGES

PHP, Java, Python, Go, JavaScript, TypeScript, SQL, C, C++, C#, Swift, Kotlin, MATLAB & More

TOOLS, DATABASES & DEVOPS

Development Tools: PhpStorm, Composer, Postman, MySQL Workbench, VS Code, Docker
Version Control: Git, GitHub, GitLab, Bitbucket
Project Management: Jira, Trello, Slack, Hubstaff
Web Servers: Apache, Nginx
Database and Search: MySQL, MariaDB, PostgreSQL, MongoDB, Microsoft SQL Server, Elasticsearch, OpenSearch, Algolia
APIs & Integrations: REST APIs, SOAP APIs, GraphQL, Shopify APIs, ERP Integrations, Payment Gateway Integrations Cloud & DevOps: AWS, Azure, Google Cloud, DigitalOcean, Adobe Cloud, Nexcess, CI/CD Pipelines

PROJECTS EXPERIENCE

Interwood (<https://interwood.pk/>)

- Overview: Provided extensive support. Migrated data from Fishry to Magento 2 and created order import extensions.
- Key Contributions: Developed SMS notification extensions and catalog menu image features. Customized HBL Payment Method Extension and optimized site performance.

Germany Based Project

- Overview: Migrated from Magento 1 to Magento 2 and created custom APIs for ERP integration.
- Key Contributions: Developed key extensions such as Product Finder for CSV-based searches, Order Item API, Custom Reports (sales, logins, search statistics), Role-Based Access, Minimum Order Value, Negative Discount Rules, and Delivery Date Messaging.

Switzerland Based Project

- Overview: Migrated a Magento site and built a new website from scratch.
- Key Contributions: Customized Amasty Subscription Extension with new features for adding and modifying subscriptions. Created a Pets Food Finder extension, scoring products based on customer inputs like food type, animal details, and allergies.

US based Fashion Ecommerce Project

- Overview: Migrated data from Magento 2 to Aimeos, leveraging Aimeos as middleware.
- Key Contributions: Implemented dynamic image generation using CDN-based Scene7 images for faster load times and admin-side management of 404 errors.

Healthcare Project

- Overview: Developed a Go-based healthcare middleware platform connecting Shopify with a custom doctor-patient portal, ensuring data handling according to HIPAA compliance.
- Key Contributions: Built secure Go middleware between Shopify and healthcare systems, developed Shopify app integrations for data synchronization, implemented anonymization pipelines for sensitive patient data, and created React frontend apps for de-identified medical data visualization.

Edge-Trades

- Overview: Developed a Laravel-based trading automation platform for signal-driven trade execution across multiple broker integrations.
- Key Contributions: Built a scalable Laravel backend to process and route trading signals, integrated multiple broker APIs for automated trade execution, and implemented AI-driven trade optimization using historical data and performance feedback. Added self-learning logic to improve strategy accuracy over time.

ParkkTech

- Overview: Worked on AI-driven, e-commerce, and full-stack projects using Python, Go, Node.js, Vue.js, React, Laravel, and modern AI tools.
- Key Contributions: Built Python AI solutions using Amazon Bedrock, PostgreSQL + pgvector, embeddings, and vector search. Implemented multi-model AI architectures with fallback mechanisms, developed user management, analytics, reporting, and caching systems, and delivered full-stack features across Go, Node.js, Vue.js, and React projects.

Other Projects

- Provided comprehensive support for brands like KROSCHKE, Corbin, Pro-Tecs, Oliver, AZF-Shop, WERBEARTIKELKOENIG & Many more.

AI, ML & DATA TOOLS

Amazon Bedrock, OpenAI API, LangChain, LlamaIndex, RAG, Vector Databases, pgvector, Embeddings, Prompt Engineering, AI Agents, NLP, Computer Vision, Pandas, NumPy, scikit-learn, TensorFlow, PyTorch, OpenCV, Jupyter Notebook

SOFT SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Team Management
- Team Collaborator
- Creativity
- Problem Solver
- Leadership
- Effective Communication
- Critical Thinking
- Attention to Detail

LANGUAGES

- English
- Urdu
- Hindi
- Punjabi

TECHNICAL EXPERTISE

- **Backend Development:** Proficient in PHP (Object-Oriented and MVC), Go, Python, Node.js, MySQL, and third-party RESTful/SOAP API integrations. Specialized in creating custom Magento extensions, Shopify app integrations, middleware services, multi-store setups, backend workflows, and broker/API-based automation systems.
- **Magento-Specific Skills:** Expertise in CRON jobs, UI components, grids, widgets, forms, layouts, blocks, models, controllers, and ORM. Extensive experience in payment gateways, checkout customization, AWS/cloud deployment, custom modules, ERP integrations, and Magento performance optimization.
- **Shopify Development:** Experienced in Shopify development, Shopify app integrations, Shopify APIs, custom storefront workflows, middleware integrations, and connecting Shopify with external platforms such as healthcare portals, ERP systems, and custom business applications.
- **AI & Data Engineering:** Experienced in building AI-driven solutions using Python, Amazon Bedrock, embeddings, vector search, PostgreSQL + pgvector, and multi-model AI architectures with fallback mechanisms. Skilled in developing AI-assisted analytics, reporting workflows, historical data analysis, and self-learning optimization systems.
- **Frontend Development:** Skilled in HTML5, CSS3, PHTML, JavaScript, TypeScript, React, Vue.js, jQuery, Knockout.js, XML, and AJAX. Experienced in creating and customizing templates, themes, dashboards, and secure frontend applications for Magento 2 Commerce, Shopify, and cloud-based platforms.
- **Data Privacy & Healthcare Workflows:** Experienced in HIPAA-aligned data handling, anonymization pipelines, de-identified data workflows, and secure visualization of sensitive medical data through custom frontend applications.
- **Project Management Tools:** Experienced with Agile and Scrum methodologies using tools like Slack, Jira, Trello, and Hubstaff for collaboration and project execution.
- **Cloud Platforms:** AWS, Amazon Bedrock, Adobe Cloud, Azure, Google Cloud, DigitalOcean, Nexcess, and others.
- **DevOps Tools and Practices:** Proficient in containerization, CI/CD pipelines, infrastructure as code, deployment automation, caching strategies, and scalable backend architecture.
- **Hosting Solutions:** Expertise in optimizing server configurations, ensuring high availability, and maintaining scalable infrastructure for e-commerce, AI-driven, healthcare, and automation platforms.

TALKS & PRESENTATIONS

"AI: Enough blue-sky thinking! What's practically happening and where can you start?" - Meet Magento UK 2024

Panel Discussion

- **Event:** Meet Magento UK
- **Date:** June 2024
- **Location:** London, UK
- **Summary:** Presented on the revolutionary impact of AI in eCommerce, focusing on transforming AI into Artificially Intelligent Assistants (AIA) to automate and enhance backend operations. Discussed the development of bots for backend fulfillment teams to handle mundane tasks, allowing human workers to focus on strategic activities, thus improving operational efficiency and minimizing costly mistakes.
- **Impact:** Engaged with industry leaders on the future of AI in eCommerce, emphasizing practical applications and advancements in natural language processing and task automation.

AI AND AR EXPERTISE WITH AUTOMATION EXPERIENCE

AI-Driven Innovations in E-commerce:

- **Development of AI Assistants:** Creating AI-driven assistants to streamline communication, reporting, analytics, and operational workflows across eCommerce and enterprise teams.
- **Integration of AI with Magento and Custom Platforms:** Implementing Magento-level extensions, user activity logging, chat-based workflows, and AI-assisted reporting systems for specific admin and operational roles.
- **AI, NLP and Data Intelligence:** Building Python-based AI solutions using Amazon Bedrock, embeddings, PostgreSQL + pgvector, vector search, and multi-model fallback mechanisms to improve reliability, data retrieval, and decision support.
- **Operational Efficiency:** Designing AI solutions that help executives and teams access real-time insights, automate repetitive tasks, analyze historical data, and improve decision-making across eCommerce, HR analytics, and trading automation workflows.

Augmented Reality (AR) for E-commerce:

- Exploring AR-driven solutions to improve user engagement and operational efficiency in e-commerce workflows.
- Designing AR-enabled tools to visualize inventory, streamline fulfillment, and enhance the customer shopping experience.

AI Internship (Graduation Project):

- Worked on a Driver Behavior Analysis project using AI to detect and analyze driving patterns, contributing to safety and predictive behavior modeling.

NOTABLE PROJECTS AND ACHIEVEMENTS

- **Custom Payment Method Extensions:** Designed and developed custom payment method extensions for major Pakistani banks, including solutions for “Buy Now, Pay Later” systems. Successfully built an Apple Pay integration using the Masterpayment gateway, enhancing payment flexibility for diverse customer bases.
- **Custom ERP and Middleware Integrations:** Implemented numerous custom ERP and middleware integrations with Magento 2, Shopify, and custom platforms, enabling seamless data synchronization and improving operational efficiency. Successfully integrated enterprise-grade solutions like Boomi via Magento REST APIs and developed API-driven middleware workflows using Go and Laravel.
- **Shopify and App Integrations:** Developed Shopify integrations, Shopify app workflows, custom synchronization processes, and middleware connections between Shopify and external platforms, including healthcare portals, ERP systems, and custom business applications.
- **AI-Driven Systems and Data Intelligence:** Built AI-driven solutions using Python, Amazon Bedrock, embeddings, PostgreSQL + pgvector, vector search, and multi-model fallback mechanisms. Developed AI-assisted analytics, reporting workflows, trade optimization logic, and decision-support systems for enterprise and automation platforms.

- **Dynamic Image Management for Magento 2:** Created a dynamic image generation system that fetches images based on patterns defined in configuration settings. This solution allows admin users to view 404 images and toggle them on or off, improving content management and frontend accuracy.
- **Asynchronous Checkout Customization:** Customized Magento 2's asynchronous checkout system to meet the unique requirements of the Asian banking system, ensuring compatibility and streamlined payment processes.
- **Website Optimization:** Optimized numerous e-commerce websites to enhance performance, scalability, and user experience, resulting in significant improvements in load times and overall efficiency. Also worked on caching strategies, backend workflow optimization, and scalable infrastructure.
- **Migration Expertise:** Migrated platforms to Magento 2 from various systems, including Magento 1, Shopify, Fishry, and other platforms.
Adobe Commerce to Magento Open Source: Delivered seamless migrations from Adobe Commerce to Magento Open Source, ensuring business continuity and optimized functionality.
Shopify ↔ Aimeos: Migrated data between Shopify and Aimeos seamlessly, ensuring no loss of critical information.
Magento 2 ↔ Aimeos: Delivered successful migrations between Magento 2 and Aimeos, adapting to specific business requirements.
- **Healthcare Data and Compliance Workflows:** Developed a Go-based healthcare middleware platform connecting Shopify with a custom doctor-patient portal, supporting HIPAA-aligned data handling, anonymization pipelines, and secure visualization of de-identified medical data through React applications.
- **Trading Automation and Broker Integrations:** Developed a Laravel-based trading automation system for signal-driven trade execution across broker integrations. Implemented AI-assisted trade optimization using historical data, performance feedback, and self-learning strategy improvements.
- **Innovative Discount Rule Implementation:** Developed a non-standard negative discount rule during a Magento 1 to Magento 2 migration project. This required a deep understanding of Magento's architecture and a creative approach to deliver the desired functionality.
- **Rapid Compatibility Solutions:** Addressed urgent client needs for compatibility between live Magento 1 and Magento 2 sites by mastering Magento 1 nuances and delivering solutions under tight deadlines.
- **Feature Enhancements for E-commerce:** Introduced advanced features such as a Product Finder module and a Subscription module for recurring orders, enhancing user engagement and operational functionality. Also developed custom reporting, integration, and automation features across Magento, Shopify, and enterprise platforms.