

SARIM ALI KHAN

Senior Full Stack Developer | Technical Lead

karachi, Pakistan
+92 346 3306530
sarimkhan.developer@gmail.com
www.linkedin.com/in/iamsarim
<https://github.com/Sarim-gif>

PROFESSIONAL SUMMARY:

Senior Full Stack Web Developer with 10 years of experience designing, building, and scaling high-performance web applications across EdTech, E-Commerce, and IoT domains. Proven ability to lead development teams, deliver complex digital solutions, and drive technical innovation throughout the full software development lifecycle.

TECHNICAL SKILLS

- ✓ Web: HTML, CSS, JavaScript, Next.js, React, PHP, Laravel, CodeIgniter.
- ✓ Database: MySQL, SQLite, PostgreSQL, MongoDB.
- ✓ Other Skills: Bootstrap, Tailwind, JQuery, Ajax, Wordpress CMS, Plugin Customization, Shopify, Python, AWS, Node.js, Express.js, Git.

PROFESSIONAL EXPERIENCE:

Senior Full Stack Web Developer

APR 2021 – Present

WorldVue — United States (Remote)

Hospitality, Multifamily, Senior Living, Enterprise Technology Solutions

- Led full-stack system architecture and agile delivery across multiple WorldVue platforms, ensuring scalable, secure, and high-performance solutions aligned with business goals.
- Designed, maintained, and optimized complex technology infrastructure supporting guest-centric solutions including video entertainment, digital connectivity, and mobile integrations.
- Co-developed Smart TV and hospitality entertainment applications and deployed them on Google Chromecast and Android set-top box environments.
- Supported global deployments including integration with OpenWiFi (Telecom Infra Project) to enable scalable wireless connectivity solutions for international clients.
- Ensured high code quality, system performance, and security by enforcing best practices, conducting code reviews, and optimizing backend and frontend workflows.

Head of IT Department

Feb 2020 – Mar 2021

GiftKarte Technologies (Private) Limited — Pakistan (Onsite)

E-Giftcards platform in Pakistan

- Promoted internally from Senior Tech Lead to Head of IT in recognition of strong technical leadership and delivery performance.
- Led and mentored a cross-functional engineering team, consistently delivering projects on time with zero production downtime.
- Designed and developed Ignite, an internal employee recognition and loyalty platform, streamlining reward issuance and enabling 1,000+ e-gift cards to be generated in seconds — significantly reducing manual effort and operational errors.
- Led the successful migration from CodeIgniter to Laravel, modernizing the backend architecture, improving database design, and strengthening application security — preventing 5+ attempted attacks and avoiding potential financial losses.
- Architected and delivered core business systems, including CRM, loyalty points engine, scheduled gift delivery workflows, and secure payment gateway integrations.
- Improved platform performance, maintainability, and scalability by introducing best practices in code quality, deployment processes, and system monitoring.

Senior PHP Developer

Dec 2018 – Jan 2020

Top Gear Media — United Kingdom (Onsite in Pakistan)

- Co-developed the voodooSMS web platform supporting Bulk SMS, Advanced WebSMS, CascadeSMS, ChatSMS, delivery reporting, and SMS extensions for enterprise customers.
- Designed and implemented RESTful APIs and integrated multiple third-party messaging and telecom APIs to enable high-volume SMS delivery and reseller functionality.
- Built and maintained a scalable bulk SMS reseller platform, supporting partner onboarding, billing, and traffic management.
- Worked directly with customers on a daily basis to analyze issues, optimize system performance, and improve product usability and reliability.
- Optimized system performance and reliability for high-throughput messaging workloads, ensuring consistent delivery and reporting accuracy.

Full Stack Web Developer

Apr 2016 – Nov 2018

Axact IT Company — Pakistan (Onsite)

- Designed and developed multiple web applications and CRM systems using PHP (Laravel MVC), delivering scalable and maintainable business solutions.
- Built custom WordPress solutions from scratch, including theme and plugin development tailored to specific business requirements.
- Owned full-stack delivery across frontend UI/UX and backend development, ensuring seamless user experience and system reliability.
- Converted UI designs (PSD) into fully functional, responsive WordPress websites with pixel-perfect accuracy.
- Co-developed an online car repair service CRM portal and several other enterprise applications based on Laravel MVC architecture.
- Collaborated with designers, product managers, and QA teams to deliver high-quality projects on time and within scope.

PROJECTS & ACHIEVEMENTS

GiftKarte — Developed an end-to-end solution for Pakistan's leading digital gifting platform.

Links: [GiftKarte.com](https://www.giftkarte.com) / [Google Play Store](https://play.google.com/store/apps/details?id=com.giftkarte) / [Apple App Store](https://apps.apple.com/pk/app/giftkarte/id1444444444)

VoodooSMS — Enterprise Messaging Platform

Developed a scalable web-based messaging platform supporting Bulk SMS, Advanced WebSMS, CascadeSMS, ChatSMS, delivery reporting, and SMS extensions for enterprise customers. The system enables high-volume messaging, real-time reporting, and third-party API integrations for telecom and reseller use cases.

Link: [VoodooSMS](https://voodosms.com)

SYC2J — Sell Your Car 2 Jack (Online Vehicle Valuation & Sales Platform)

Co-developed a scalable web application that allows users to obtain instant car valuations, schedule inspections, complete vehicle sales, and receive payments digitally. The platform has handled over 1M+ valuations and supports high-traffic customer workflows with strong performance, reliability, and user experience.

Link: [SYC2J](https://syc2j.com)

I&A International — International E-Commerce & CRM Platform

Developed a full-featured e-commerce and CRM platform for an international retail business based in Albania, enabling online sales, customer management, order processing, and secure authentication.

Link: [I&A International](https://iainternational.com)

EDUCATION:

2012 - 2015 | Sir Syed University of Engineering & Technology

Bachelors in Computer Science, BSCS