

# Zain Ali

SENIOR FULL-STACK DEVELOPER & LEAD ENGINEER

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## PROFILE

Senior full-stack engineer with 7+ years of professional experience building high-availability, customer-facing platforms using Laravel, PHP 8.x, Vue 3, and modern JavaScript frameworks. Currently Lead Engineer at AVRillo R&D, where I oversee a team of four developers, architect production systems, and have shipped four distinct applications — including a mobile app on the Apple App Store, a real-time client dashboard, an estate agent portal, and an internal operations platform. Previously at Digitaltalk (Sweden's premier translation booking platform), where I maintained microservices handling 20k+ daily bookings across 40k+ government entities. Deep hands-on experience with AWS infrastructure, Docker containerization, real-time WebSocket systems, CI/CD pipelines, and AI-powered document processing using OpenAI.

## CORE SKILLS

### BACKEND

PHP 8.x, Laravel, Node.js, NestJS, TypeScript, REST APIs, WebSockets, Symfony

### DEVOPS / CLOUD

AWS (EC2, S3, RDS, Lambda), Docker, CI/CD, CloudFlare, Laravel Forge, Laravel Vapor

### FRONTEND

Vue 2/3, Nuxt 3, React, Angular, Vuex/Pinia, Tailwind CSS, InertiaJS, Quasar

### TOOLING / TESTING

Git/GitHub, PEST, PHPUnit, Jest, Cypress, Selenium, PHPCS, Postman

### AI & AUTOMATION

OpenAI APIs, Document Extraction, PDF Processing, Browsershot, Puppeteer, Queue Workers

### DATA / MANAGEMENT

MySQL, PostgreSQL, Redis, SQL Server, Agile/Scrum, Team Leadership, Code Reviews

## SELECTED ACHIEVEMENTS

- Built and shipped AVRillo's mobile app from scratch using Quasar 2 + Capacitor, now live on the Apple App Store serving estate agents across the UK with push notifications and real-time case tracking.
- Led full development of Grundsteuerloesung from zero to production, integrating Germany's Elster government API for property tax validation — serving thousands of users across Germany.
- Architected an AI-powered document processing pipeline using OpenAI that extracts structured data from Memorandum of Sale PDFs, automating case openings and reducing manual data entry by hours per case.
- Integrated WhatsApp Business API into AVRillo's internal platform, enabling automated client communications and real-time messaging directly from the case management system.
- Designed and built a real-time client dashboard (Nuxt + Laravel Reverb WebSockets) with milestone tracking, e-signatures, and online payments — now the primary interface for all AVRillo clients.
- Maintained and improved microservices for Digitaltalk, Sweden's largest translation platform processing 20k+ daily bookings, ensuring uptime for 40k+ government entities.

## EXPERIENCE

### Lead Engineer

Oct 2023 — Present

AVRillo R&D Ltd — London, UK

- Leading a team of four developers — conducting daily code reviews, providing technical mentorship, making architectural decisions, and managing sprint planning for the UK's premier conveyancing service.
- Architected and shipped 4 production applications: mobile app (Quasar 2/Capacitor, published on App Store), client dashboard (Nuxt 3), estate agent portal (Nuxt 3), and internal operations system — all backed by a unified Laravel API.
- Built AI-powered document processing pipeline using OpenAI APIs to extract structured data from Memorandum of Sale PDFs, automating case openings and eliminating hours of manual data entry per case.
- Integrated WhatsApp Business API for automated client communications and implemented real-time WebSocket updates using Laravel Reverb for live case tracking and instant notifications.
- Managing AWS infrastructure (EC2, RDS, S3, CloudFront), CI/CD pipelines via Laravel Forge, and Docker-based development environments. Designed OAuth 2.0 auth flows and role-based access control.

PHP, Laravel, Vue.js, Nuxt, AWS, WebSockets, MySQL, TypeScript, Quasar, NestJS, Docker

### Senior Full Stack Developer

Jan 2023 — Oct 2023

Digitaltalk — Stockholm, Sweden

- Maintained and enhanced microservices architecture for Sweden's largest translation booking platform, processing 20k+ daily bookings across 40k+ government entities.
- Built internal tools and admin dashboards using AWS services (CloudWatch, SQS, EC2, S3, Lambda) to streamline workflows and simplify deployments.
- Developed RESTful API endpoints using Laravel and Vue.js with InertiaJS, following strict PSR coding standards with comprehensive test coverage.
- Implemented automated end-to-end testing with Cypress and Selenium. Worked with serverless deployments via Laravel Vapor on AWS with auto-scaling.

PHP, Laravel, Vue.js, Microservices, AWS, Cypress, Selenium, InertiaJS, Laravel Vapor

### Full Stack Web Developer

Apr 2021 — Jan 2023

Contrive Solutions — Lahore, Pakistan

- Delivered end-to-end software development owning the full stack from frontend architecture and responsive UI to backend APIs and database design.
- Built responsive front-end architectures with cross-platform optimization. Designed and developed RESTful APIs with authentication, validation, and documentation.
- Led development of Grundsteuerloesung, a German property tax platform — integrating with Germany's Elster API for property validation and digital tax submission.

Laravel, Vue.js, REST APIs, MySQL, CSS/SCSS

## EARLIER ROLES

Full Stack PHP Developer — ESP Inspire

Mar 2020 — Apr 2021 Web Developer — Genetic Concepts

Jul 2019 — Mar 2020

ESP Inspire: Built client-facing web apps and internal dashboards using Laravel, Vue.js, and MySQL. Genetic Concepts: Developed custom WordPress themes and PHP-based web solutions.

## SELECTED PROJECTS

### Client Dashboard

Client-facing conveyancing dashboard with milestone tracking, e-signatures, AI document processing, and online payments.

Nuxt Laravel Pinia AWS OAuth 2.0 Docker

client.avrillo.co.uk

### AVRillo eMove Web

Estate agent portal with AML/ID checks, performance analytics, real-time case tracking via WebSockets, and leaderboards.

Nuxt Laravel Pinia AWS Laravel Reverb

emove.avrillo.co.uk

### Internal Quote App

Internal conveyancing system with AI-powered document extraction, WhatsApp integration, and analytics dashboards.

Nuxt Laravel AWS AI/ML WhatsApp API

app.avrillo.co.uk

### AVRillo Agent App

Mobile app for estate agents to manage quotes, track performance, and facilitate instructions. Published on App Store.

Quasar 2 Vue 3 TypeScript Capacitor Jest

App Store

### DigitalTolk Platform

Translation booking platform serving 40k+ government entities with 20k+ daily bookings. Microservices with Stripe payments.

Laravel Vue.js AWS Microservices

digitaltolk.se

### Grundsteuerloesung

German property tax platform integrating Elster government API for digital tax submission. Built from scratch as lead developer.

Vue 3 Laravel 8 MySQL Elster API

app.grundsteuerloesung.de

## OPEN SOURCE & COMMUNITY

- Built [why-does-this-exist](#), a TypeScript CLI tool that traces git blame, PRs, issues and code reviews to explain legacy code decisions using AI.
- Contributed to [laravel-ddd](#) (180+ stars) — added autoload support for event listeners and subscribers from domain directories, maintaining backward compatibility.

## TESTIMONIALS

“A top-tier developer with incredible knowledge of Laravel and surrounding PHP systems. I've never come across a developer with as much skill in Laravel as Zain — he's like a human documentation for the framework. He can communicate with stakeholders, architect complex solutions, and solve actual business issues. Can't recommend highly enough!”

Daniel Dewhurst · Lead AI Solutions Engineer, AVRILLO R&D

“An exceptionally talented engineer who genuinely cares about delivering the best possible version of a product. Instrumental in building internal tools that streamlined team workflows. Takes real pride in writing clean, scalable code and following best practices. Any team would be fortunate to have Zain.”

Stewart Marsh · Senior Software Engineer, Expansive

“Easily one of the strongest software engineers I have worked with throughout my career. Exceptional depth of expertise in PHP and JavaScript. Works with impressive speed and efficiency, even under significant pressure. Outstanding leadership and interpersonal skills. Individuals of his calibre are rare.”

Luke Thompson · Lead Software Engineer, PayPoint plc

“One of the most competent, talented and loveliest people I have ever met in my career. A deep core understanding of Laravel as a framework — a constant source of inspiration and knowledge. A real gem and a true asset to anyone he works with. A true rockstar developer, a true pleasure to work with.”

Peter Day · Laravel Developer, AVRILLO R&D

## EDUCATION

### BSc Software Engineering

University of Gujrat, Pakistan  
Oct 2015 — Jul 2019