

Zille Muhammad Jafary (Jerry)

Senior Software Engineer | Laravel, PHP, Node.js, Vue/React | Shopify Apps and AI Integrations

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Remote, worldwide (PKT, overlaps UK and EU working hours)

PROFESSIONAL SUMMARY

Senior Software Engineer with 7 years building e-commerce and SaaS web applications in PHP and Laravel, with Node.js services and Vue, React and Inertia.js front ends. Currently at SwishTag, a Shopify Plus agency, building custom and white-label Shopify apps and an OpenAI-based support chatbot for merchants. Previously built customer, trader, inspection, repair and HR portals for a UK car-buying platform and rebuilt a parental control app at YumyApps. Owns features end to end, from API design and database schema to CI/CD and AWS deployment, and mentors junior developers.

TECHNICAL SKILLS

Languages: PHP 8.x, JavaScript (ES6+), TypeScript, SQL, HTML5, CSS3

Backend: Laravel 5.x to 12.x, Lumen, Livewire, Filament, Symfony, CodeIgniter, CakePHP, Node.js, REST APIs, GraphQL, SOAP, JSON, queues and jobs, microservices

Frontend: Vue 3, Inertia.js, React, Tailwind CSS, jQuery, Bootstrap

Platforms: Shopify (custom and white-label apps, Admin GraphQL API, Storefront API, Remix, Polaris, App Bridge, Liquid, Shopify CLI), WordPress, Ionic

AI: OpenAI API, LLM chatbots and AI integrations for Shopify and WordPress, RAG with vector search, AI-assisted development (Cursor, GitHub Copilot, Claude Code)

Integrations: Stripe, OAuth, Firebase, WhatsApp API, Zapier, Algolia, Meilisearch

Databases: MySQL, PostgreSQL, MongoDB, Redis

Testing: PHPUnit, Pest, unit and feature tests, TDD

Cloud and DevOps: AWS (EC2, S3, RDS), Docker, Kubernetes, Jenkins, GitHub Actions (CI/CD), Git, Azure, GCP

PROFESSIONAL EXPERIENCE

Senior Laravel Developer & Team Lead, SwishTag

Sep 2023 - Present

Certified Shopify Plus agency (Lahore, with a US office in Albany, NY) building custom Shopify apps and stores for merchants.

- Built an AI support chatbot for Shopify stores on the OpenAI API and the Shopify Admin GraphQL API, with RAG over store content. It answers order status and product questions inside the storefront and cut routine support tickets by about 20% on client stores.
- Designed and shipped white-label Shopify apps that clients resell under their own brand, with embedded admin UIs built on Polaris and App Bridge. The agency credits these apps with a 25% lift in client retention.
- Set up CI/CD for app deployments with Jenkins, GitHub Actions, Docker and Kubernetes, with PHPUnit and Pest test suites running on every push. Releases went from manual to pipeline driven, and production downtime dropped by roughly 30%.
- Mentor junior developers on Laravel, React and Shopify app development, run code reviews, and coordinate delivery with design and QA. Code review turnaround and defect counts improved by 15% over the period.

Full Stack Developer, iCashCars

Oct 2021 - Sep 2023

UK online car-buying service (Wokingham, Berkshire). Stack across all portals: Laravel, Vue 3, Inertia.js, MySQL, AWS.

- Built the customer platform where sellers get an instant valuation from their VRM and car details, then submit vehicle info and photos through the portal, WhatsApp or email. Improved SEO and page performance across the public site, contributing to a 20% rise in conversions.
- Built the CRM trader portal for dealers to manage vehicles, bids, purchases and transaction history, with Algolia search and live email and WhatsApp alerts for new and favoured vehicles. Operational efficiency rose 40% after launch.

- Built the customer, car inspection and repair portals: vehicle valuation, inspection and repair tracking for customers; checklists, photo capture, damage tracking, repair cost estimates and condition reports for inspectors; repair requests, invoices and payments for customers.
- Built the HR and Drivers Portal from scratch: attendance, breaks, holidays, shift rota, internal wiki and company-wide notifications. Replaced manual processes and cut manual HR work by around 25%.
- Built a monitoring service that continually checks and logs the health of internal microservices and third-party services, with alerts through the WhatsApp API, Dial9 and Zapier. Automated deployments and monitoring together reduced downtime by 35%.

PHP Developer, YummyApps (Pvt) Ltd

Oct 2019 - Oct 2021

Mobile and web app studio, Lahore.

- Directed the rebuild of a parental control app that monitors a child's location, internet usage, phone logs and app use, with app blocking, geofencing and live updates to the parent app. Laravel and Lumen backend. User engagement rose 35% after relaunch.
- Integrated additional payment methods and added multilingual support, expanding the product's market reach by about 20%.
- Contributed to sales strategy, security reviews and product consistency as the app grew.

INDEPENDENT PROJECTS

TourHub (tourhub.pk). Pakistan's tour search engine. Compares 4,200+ group and private trips from 210+ operators by date and price, with destination, operator and spot pages, an operator workspace and travel guides. Laravel, Vue 3, Inertia.js, Filament, Meilisearch, OpenAI. 10,000+ unique page views.

TargetedResume (targettedresume.io). AI resume tailoring SaaS. Upload a resume and a job description and it tailors the resume to the posting.

EDUCATION

BS Computer Science, University of South Asia, Lahore, 2019