

<https://alirazasaleem.dev>

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Ali Raza Saleem

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Summary

Product-focused Laravel engineer with 4+ years of experience building scalable SaaS platforms that drive real business value. I specialize in clean, maintainable code and robust multi-tenant architectures. I enjoy owning features end to end—turning requirements into working products. Known for making complex systems easy to extend, debug, and ship, I focus on clarity, speed, and solving real-world problems that deliver meaningful impact for both users and the business.

Key Achievements

- Built a multitenant ERP builder powering 3,000+ businesses—automated billing, backups, and deployments with zero downtime.
- Rebuilt Shopify app—cut CPU usage by 40% and flagged 2000+ fraudulent orders in 3 months, with improved fraud detection logic.
- Developed a trucking tool that scrapes, cleans, and syncs 2M+ daily trucking data—helping 2,000+ dispatchers find loads 10x faster.

Work Experience

Senior Software Engineer (remote, USA)

Customer Genius

Feb 2025 – Present

Customer Genius is a Laravel-based Shopify fraud detection app.

- Flagged 2000+ fraudulent orders in 3 months, helping merchants recover \$10,000+ through improved real-time detection logic.
- Refactored Laravel backend into modular components—cut CPU by 40% and hit zero incidents with backups and health checks.
- Rebuilt the frontend using Blade and Alpine.js (cut load time from 20s to 2s) and built a Filament admin panel for non-tech teams.

Resource Reactor

Senior Software Engineer (onsite)

July 2024 – Feb 2025

Sacred Cube is a multi-tenant ERP builder used by 3,000+ tenants to create custom industry-specific ERPs.

- Integrated a fast AWS S3-based backup and restore system—enabled full tenant recovery in minutes and 99% uptime.
- Implemented a unified communication suite syncing calls, emails, SMS, and notes—giving teams full customer history so any agent can step in seamlessly.
- Fixed daily crashes by tuning a 150M+ row SQL database engine, cutting load times to 300ms, and stabilizing CPU usage.
- Designed a multi-tenant billing engine with regional pricing, access tiers, and proration—eliminated manual invoicing errors.

Intermediate Software Engineer

2023

- Rebuilt the core architecture to support multitenancy—fully isolated databases, cache, files and backups for each tenant.
- Designed a formula-driven accounting engine to automate double-entry bookkeeping, reducing reconciliation time by over 90%.
- Launched a no-code App Store with industry templates to launch custom ERPs in minutes—cut tenant onboarding time by 40%.

Junior Software Engineer

2022

- Created a trucking tool, scraping and processing 2M+ daily records, enabling 2,000+ agents to make faster, data-driven decisions.
- Built a dynamic permission system with field-level and relationship-based controls—removed the need for manual policy setup.

Projects

Laravel Runner – VS Code Extension (Open Source)

2025

- To speed up Laravel development, I built a VS Code extension that runs Laravel scripts inside VS Code—with smart autocomplete, real-time output, and a clean Alpine.js UI. Cut debugging time by 30% and replaced bulky commercial tools like Tinkerwell.
- Links: laravelrunner.com, [Install at VS Code Marketplace](#), [Open Source at Github](#)

Skills and Languages

- Core Back-End: PHP 8+, Laravel (Nova, Livewire, Filament), Multitenancy
- Frontend & UI: Blade, Alpine.js, Vue 3, Inertia.js, Tailwind CSS, Vite, Filament Admin
- Data & Search: MySQL 8 (performance tuning, locking, replication), PostgreSQL (trigram indexing), Redis, AWS S3
- DevOps & Automation: Laravel Horizon, Docker, GitHub Actions, Supervisor, Envoyer, Laravel Forge, Linux server management
- Engineering Practices: Clean Architecture, SOLID principles, Design Patterns, Refactoring, Performance Optimization
- Tooling & Extensions: VS Code Extension Development (TypeScript, Vite), CLI tools, Workflow Automation
- Languages: PHP, Python (async, scripting), JavaScript (ES6+, TypeScript)

Certifications

Deep Learning Specialization – Coursera

2021

Education

Bachelor of Medicine, Bachelor of Surgery (MBBS) – Allama Iqbal Medical College

2020